



Dear Skål International USA Board,

I am honored to accept the nomination from Skål International Kansas City to stand for election as a Director on the Skål USA Board of Directors.

It has been my privilege to serve as the President of the Skål Kansas City club for the past three years. As a proud Skål member for nearly a decade, I have seen firsthand the value our organization provides in building friendships and global connection within the tourism community. During my time as president in Kansas City, I focused on stabilizing our club's membership post-Covid and re-engaging our alumni, and I am proud of the progress we have made.

My attendance at the NASC in Mexico City, really opened my eyes to the global reach of Skål International and deepened my commitment to our shared mission. I am seeking a position on the Skål USA Board to bring this same focus on strategic growth and member value to the national level. My professional career, with over 20 years in tourism marketing and executive leadership at Visit Kansas City Kansas and Visit KC, has been built on turning ideas into action. I have experience growing an organization's budget, leading rebranding initiatives, and managing complex, large-scale projects, such as my current role as Co-chair of the Wyandotte County World Cup Readiness Task Force. I also have a decade of experience serving on boards including my current position as President of the Travel Industry Association of Kansas.

My goal as a Director would be to use this experience to:

- Help grow and retain membership across the country.
- Strengthen the Skål USA brand and communicate its value to the next generation of tourism leaders.
- Foster collaboration between clubs to share best practices.

Thank you for your time and consideration of my candidacy. I am passionate about the future of Skål and am ready to serve. Skål!

Respectfully,

A handwritten signature in black ink, appearing to read "Alan Carr".

Alan Carr  
2025 Skål International Kansas City President