

Letter of Interest to At large position

To Leslie Jefferson and Discover Carbon County Board,

I would appreciate consideration for the At large position. I am currently the Hanna representative for Discover Carbon County.

My term expires June 30.

It is my 2nd consecutive term and it is time for another person to step into that role for Hanna.

I believe I am more suited for the At Large Position because I have strong contacts with most mayors and councils of the different municipalities and they know I am serious about promoting tourism in Carbon County.

I truly believe tourism and Discover Carbon County can make a difference to the economics and retention of the County's youth to Carbon County.

I would like the opportunity to continue my efforts to contribute to helping a thriving organization that promotes tourism in Carbon County.

My background is strongly rooted in understanding the benefits of tourism although the jobs have varied.

First, my work as the rep for Hanna, makes me aware of the responsibilities of a board member for a town concerning the board. As an At Large member, I would work with each board member to help, but not circumvent, with each town.

I have been on the executive board for the past three years.

I see this At Large position as being a bridge where possible to the CEO and the board members because I would have an overview of the municipalities.

My position as a reporter for the Carbon County Comet for the past two years, has had me become aware of the different towns and their unique characteristics. I have been to every museum in the County, with the exception of Sinclair (which I plan to change soon).

I know all the County Commissioners, most mayors, town clerks and treasurers. I believe having these contacts can serve the board better as an At Large rep for Discover Carbon County than it did as Hanna's rep.

I am also in contact with the heads of Brush Creek and Saratoga Resort, which has its benefits for Discover Carbon County. Mike Manus from Brush Creek-not sure of his exact position, but he is one of the head guys- just sent me the new biography on Bruce White.

My contacts with different restaurants and hotels is strong because of my work with the Carbon County Comet.

Then there is my practical knowledge of the industry.

I am currently the bar manager at the Virginian Hotel, and one of its general managers. I have been in this position for almost a year.

I owned and managed a restaurant in Laramie, Wyoming, 9 years ago. Tripadvisor had us ranked # 1 in the city out of 97 restaurants until we closed.

The building imploded.

I have worked for several venues in Carbon County over the years. The Hotel Wolf, the Lazy River Cantina, Firewater Public House, The Saratoga Resort (two different times under different owners) and currently the Virginian.

I owned and managed a restaurant in Taiwan for seven years and I managed a huge restaurant/bar in Suzhou, China for over a year.

While I was in Taiwan, I was Jim Beam's Brand Ambassador for a year. For Ocean Spray, I was a brand ambassador for Taiwan and China for about five years.

This experience gave me firm exposure to marketing and branding strategies.

While living in Honolulu, I was a desk clerk at the Imperial Hawaiian and later assistant manager of the Hale Aloha Youth Hostel. At the hostel, one of my responsibilities was to take hostellers on weekly hikes throughout the island of Oahu. It was also my job to recommend where they should go while visiting the island.

While living in Noosa, Australia, another major tourism hub, I worked for a top 20 restaurant in all of Australia, running its bar and again, giving info to visitors that came in.

I am very comfortable with working with different nationalities because of my past jobs and I can speak basic Chinese, though it gets rustier as each year goes by living in Carbon County.

I have taken tours with Asians on several occasions and I understand the wants of those who book them.

I have hiked many trails in Carbon County, done mountain bike rides in the north and floated the North Platte River on numerous occasions. I have been snowmobiling in the Snowies. I have gone on fly fishing and hunting expeditions, but the fish and animals should be in no fear of me. I am not a good enough shot to do an ethical kill, so I don't try, but I have taken hunting classes offered by game and fish.

I know how to cast, but so far, no luck.

Embarrassing, but I have to be truthful.

I hope this gives you enough information for you to see, I believe I would bring a lot to the position if selected for the At Large Board seat.

Thank you for your consideration.

Respectfully,

Mike Armstrong