

Cricket Gates

AHA Leadership Profile for office of the President

1. What steps would you take to ensure the membership of the organizations continues to grow and how would you see development of a marketing communication plan that promotes all AHA products and services?

***Collect relevant demographic information of current Arabian horse owners that do not currently have an AHA membership. Discover how they enjoy their Arabian horses and tailor a plan and strategy to develop an attractive AHA membership to these individuals.***

***Ensure, through research and member engagement, that AHA is offering a comprehensive, value-added membership package for existing members.***

***Because of the Arabian horses versatility, develop marketing and branding campaigns targeted at varying segments of potential Arabian horse owners utilizing social media platforms, and in person events whether at the local, regional, or national levels.***

2. As strategic plans are rolling documents guiding the organization, describe a methodology you have used to prioritize the goals of the organization.

***Develop a specific deadline approach for setting and attaining goals based on prioritization with the notion that some tasks can be completed immediately while others may take incremental steps to complete. Realization that both external and internal factors can impact the ultimate goals and may require adjustments to the plan. Incorporate both long range and short term awareness of potential environmental impacts that, positive and negative, that may require immediate alternative actions.***