



Memo: 2017-14

Date: September 15, 2017

To: All AMHA Members

From: AMHA Board

Re: AMHA Communication Model/Plan Update

Attention all AMHA Members:

You spoke we heard!

Now that we are into the season we wanted to reach out to the membership with an update to our 2017/18 communication model and plans. Over the last couple weeks we have we have fielded feedback from members on the use of the Team Ramp App for communication at the Team Level. At this time the Board has made a decision to offer team's the ability to use Teamsnap for team communication as in years past. It will be the choice of your Team Officials with respect to which product they wish to use going forward.

This option at a key juncture of the season is a slight change from the AMHA's communication model that was put in place this past off season. The AMHA will be continuing to utilize the other three components of our communication model's architecture that includes our website, online store, and registration system to assist us at the Board level to manage our Association's business.

In order to manage our members expectations in regards to communication we will continue to make the website the focal point for pushing information to our members. This includes "News" articles and "Upcoming" events on our home page, as well as "Twitter" and "Facebook" feeds as we continue to embrace social media as part of our communication strategy.

All Association Level communications will continue to be posted on the website and links emailed to members as notification. We encourage you to familiarize yourself with the website as all Association level communications can be found online so you do not have to search through your email to find pertinent information, or for you to look for information about the Association.

Regards,

AMHA Board of Directors