

# Group A

- Model is: Funnel. Hybrid—already inclusive due to diverse members. Exclusive opportunities for membership, along with some inclusive programs for guests, too.
- Perception statement is: Seen as organization comprised of LG grads and associate members that fosters, maintains and promotes community leadership.

# Group A

- Objectives for success:
  - By January 2006, have developed and launched first unique programming
  - By summer of 2007 reach:
    - 275 dues paying members, LG grads, previous LGAA members and associate members
    - 100 applicants annually per LG class
    - Working budget of \$30,000
  - NOTE: Associate members, grads of other Leadership programs, pay dues and refresher local course

# Group A

- Tactics are:
  - Establish PR and Marketing Plan for regular communication
  - 18 month calendar of events
  - Cultivate members from Alachua County Emerging Leaders program ages 22-42
  - One enrichment seminar per year for grads
  - Develop and launch Gator Bay as program

