

Carolyn Potts (SA)

I'm nominating for the South Australian position on the AHSA Ltd Board and I offer my professional expertise to assist in promoting Arabians, as well as encouraging and promoting our Youth. I have been involved in showing, judging, exhibiting and breeding Arabians since the 1960's and still breed and exhibit purebreds. I fully understand the challenges faced by smaller breeders and exhibitors in the current economic climate.

Over the years I have served on many committees in various positions as well as being very hands-on, organising shows, seminars and promotional activities.

My work as a Marketing Consultant has seen the creation and implementation of many successful marketing and promotional campaigns that have received worldwide recognition.

Currently, I am the South Australian representative on the Judges Organising Committee, acting as JOC Secretary, which includes updating the AHSA website, and assisting AHSA with Sponsorships for Aussies 2024.

I have formal qualifications in Marketing, Promotions, Public Relations, and Company Directorship, and am currently undertaking studies (part time) in Corporate and Business Law.

During my career I have held positions of CEO of member based organisations, Marketing Manager for Westfield Group, and Company Secretary for a SA company with a weekly turnover of \$2.4m.

Thank you.