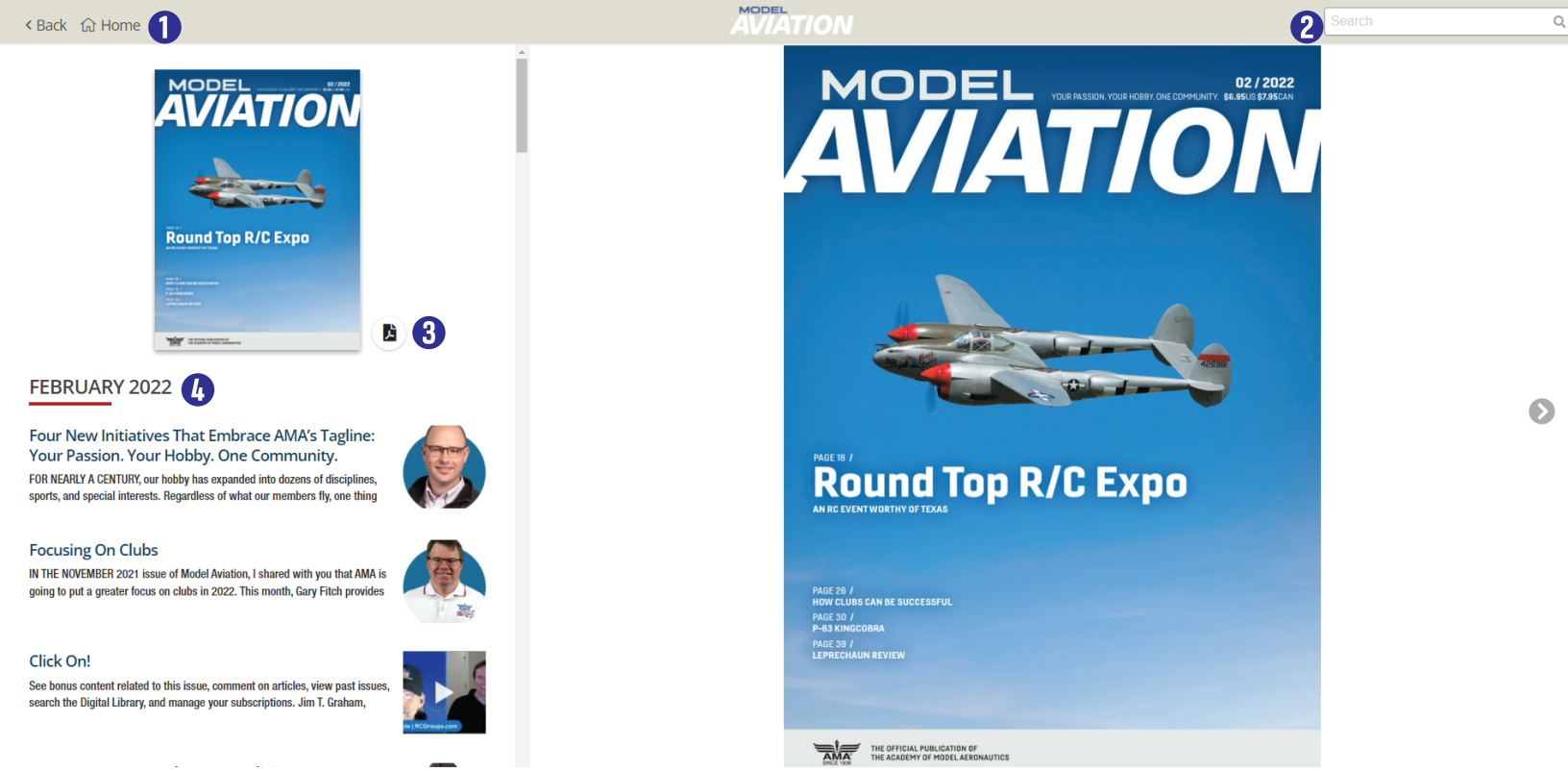
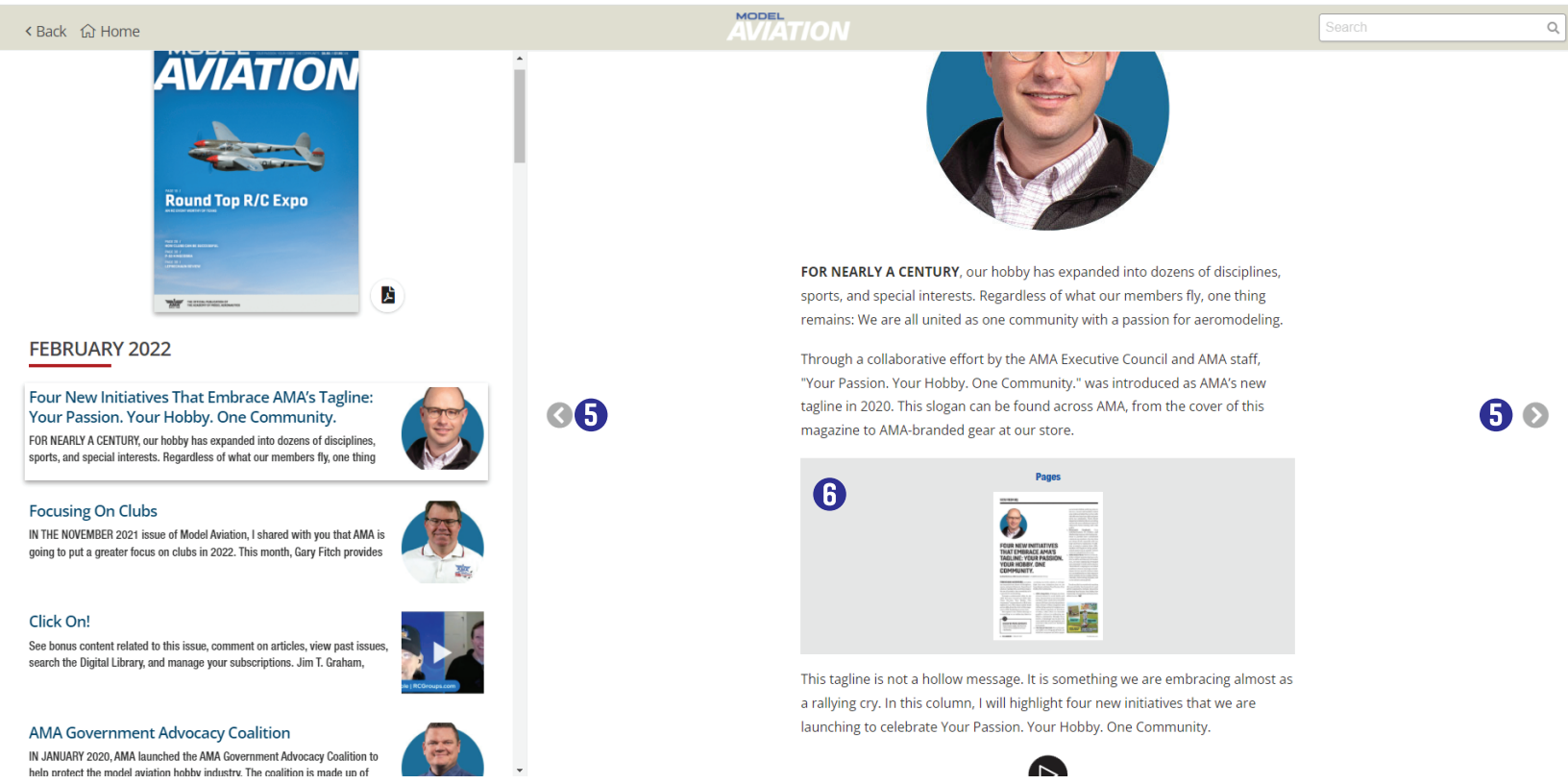


1. **Home – View library of previous issues.**
2. **Search Bar – Search for key words within issue.**
3. **Download PDF – Click on button to download magazine as a PDF.**
4. **Table of Contents – Scroll through and click on headlines to view articles.**
5. **Arrows – Click on arrow to go to next or preious page.**



6. **Page View – Click on to enlarge to magazine view of article**

VIEW FROM HQ

FOUR NEW INITIATIVES THAT EMBRACE AMA'S TAGLINE: YOUR PASSION. YOUR HOBBY. ONE COMMUNITY.

By Chad Budreau, AMA Executive Director | chadb@modelaircraft.org

FOR NEARLY A CENTURY, our hobby has expanded into dozens of disciplines, sports, and special interests. Regardless of what our members fly, one thing remains: We are all united as one community with a passion for aeromodeling.

Through a collaborative effort by the AMA Executive Council and AMA staff, "Your Passion. Your Hobby. One Community." was introduced as AMA's new tagline in 2020. This slogan can be found across AMA, from the cover of this magazine to AMA-branded gear at our store.

This tagline is not a hollow message. It is something we are embracing almost as a rallying cry. In this column, I will highlight four new initiatives that we are launching to celebrate Your Passion. Your Hobby. One Community.

DISCOVER MORE CONTENT!
Watch Chad's weekly *View From HQ* videos at www.modelaircraft.org/viewfromhq.

1. **AMA Snapshots.** Perhaps you have already noticed in social media and other channels that we are showcasing members, clubs, and events across the country. We have already released more than a dozen of these snapshots and will be rolling out more throughout 2022. Some of these snapshots are in the form of videos, while others are shareable graphics. Join us in celebrating our diverse community through these stories. I encourage you to also visit www.modelaircraft.org/snapshots and nominate a club, event, or a member to be featured.
2. **The Year of the Club.** Woven throughout AMA's 2022 Program of Work are initiatives to empower and better support our network of clubs and flying sites. In late 2021, several staff members visited some clubs and talked face-to-face with club officers to learn how AMA can better serve our community. Those efforts shaped new initiatives that we are rolling out later this year, including an improved club search, better training, and a club toolkit.
3. **Dynamic Content.** Our Communications, IT, Creative, and Membership teams are developing solutions to provide more customized content to our members. One size does not always fit all, especially with our large and diverse community. In addition to regular content from AMA, members will begin receiving personalized content that is specific to their interests and preferences in 2022.
4. **AMA's Brain Trust.** We have an incredibility talented membership base with diverse skills and interests. In October 2021, we more strategically leveraged our community's brain trust during our "Build Month" campaign as we invited members to directly share tips and techniques. In 2022, we will continue to lean on our membership to help empower other members in our communication channels, club training programs, and a new online training portal.

Thanks to all of our members for making this a great hobby. I am honored to be part of this community and look forward to celebrating Your Passion. Your Hobby. One Community. through these and many more efforts in 2022.

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7. Tool Bar – Listed from left to right.

- **Thumbnail Button – Thumbnails of pages are shown on the bottom left of the browser. Click on one to view in full screen.**
- **Zoom In – Scroll up to zoom in on the page. Hold left mouse button to drag page.**
- **Zoom Out – Scroll down to zoom out on the page.**
- **Play Button – Plays pages as a slide show.**
- **Box – Full screen mode.**
- **X – Exit view. Pressing "Esc" will close out view as well.**

*** Known Issue – Tool Bar may disappear if using Windows 11. Press "Esc" to close out view when this happens.**