

2024 AAVSO Board Candidate Questionnaire

Mark Hardaker

How many years have you been a member of the AAVSO?

5.

Why do you want to serve on the AAVSO Board of Directors?

I would be delighted to participate in and lead fund-raising and awareness events here in Europe.

What are your current and past contributions to AAVSO?

A recent member, I have contributed around 300 observations to AAVSO.

In your opinion, what are the greatest strengths of AAVSO?

Its diversity of people around the world submitting observations to your excellent website.

If elected to the Board, how would you help AAVSO translate those strengths into opportunities?

By helping to boost awareness, membership and activity in Europe, especially the UK.

In your opinion, what are the greatest weaknesses of AAVSO?

Shortage of funds.

If elected to the Board, how would you help the AAVSO effectively meet those challenges?

I am a good fund-raiser, have been able to raise funds for local astronomical society and Rotary clubs. I would like to do the same for AAVSO here in Europe.

Strategic Planning [Development of vision and mission statements]

Advanced Experience

Strategic Planning [Creation of a strategic plan]

Advanced Experience

Strategic Planning [Identification and ranking of priorities]

Moderate Experience

Strategic Planning [Development of plans to achieve objectives]

Advanced Experience

Please describe one of your greatest accomplishments in strategic planning.

Prior to retirement, I was the Vice President of a chemical company in Saudi Arabia, where I built a new \$ 20 million factory based on the strategy and plans I directed with my team.

Governance and Oversight [Policy development]

Advanced Experience

Governance and Oversight [Financial oversight]

Advanced Experience

Governance and Oversight [Resource development]

Advanced Experience

Governance and Oversight [Program Evaluation]

Moderate Experience

Please describe one of your greatest accomplishments in governance and oversight.

I am a non-executive director of the DuPont (UK) Pension Fund where I am responsible, with others, of the governance and control of a multi-million dollar pension fund for the members.

Advocacy and Public Relations [Community engagement]

Advanced Experience

Advocacy and Public Relations [Campaigns and initiatives]

Advanced Experience

Advocacy and Public Relations [Spokesperson Role]

Advanced Experience

Advocacy and Public Relations [Event Promotion]

Advanced Experience

Advocacy and Public Relations [Social Media]

Moderate Experience

Advocacy and Public Relations [Storytelling]

Moderate Experience

Advocacy and Public Relations [Media Relations]

Advanced Experience

Advocacy and Public Relations [Brand Ambassadorship]

Advanced Experience

Please describe one of your greatest successes in advocacy or public relations.

I am a member of the University of the Third Age, teaching astronomy in UK, as well as a member of the Fred Olsen cruise line astronomy team who promotes astronomy on board cruise ships. In business, as a president of several companies in the Middle East, it was my responsibility to ensure our relationships with local governmental bodies were always strong.

Fundraising [Managing fundraising efforts]

Advanced Experience

Fundraising [Annual fundraising campaigns]

Advanced Experience

Fundraising [Special capital campaigns]

Moderate Experience

Fundraising [Soliciting sponsors for events, programs, or activities]

Advanced Experience

Fundraising [Cultivating donors]

Advanced Experience

Fundraising [Securing grants]

Advanced Experience

Fundraising [Building partnerships]

Advanced Experience

Please describe one of your greatest fundraising accomplishments.

Raising the capital to build a \$ 20 million factory in Saudi Arabia; raising £ 4,500 from our local village for an observatory for Fordingbridge Astronomers!!