



ALBERTA ATHLETIC THERAPISTS ASSOCIATION

Dear Members,

I have just completed my first full year as chair of your marketing committee, and have seen much growth within our plan.

Over the past year we have taken several strides in making Athletic Therapy more widely known in our province. Amongst these projects we're exhibiting at several key events here in Calgary. The most notable being the high school career fair at Western High School, the Canadian Orthopaedic Technicians Conference, and finally the Calgary Marathon where we reached out to over 10,000 runners from across the province.

We also started working on a commercial campaign with Global Television which is still in the works. Furthermore, we're working on getting Not-for-profit status which would allow us freedom to do casinos and raise money for our association. Amongst the other goals this year we're developing marketing tools which include two booths with giveaways and posters that our members can sign-out. These booths will be available within the month, as we are just putting the final touches on the posters and finalizing the giveaway items. We encourage our members to sign-out these booths and help-out with the marketing of our profession. Less successful projects this year included the Book of Pearls, as a result of not attaining enough pearls.

I also wanted to congratulate Andrea Hanssen again on her participation in National Athletic Therapy Month and for winning the contest we ran. We are hoping that next year more participants will be involved.

On the insurance side of things, we have been corresponding with a few more large insurance companies and unions to help them understand what an athletic therapist does. We hope that maybe one day they will add our fine profession to their policy.

Overall, 2009 was a successful year and several strides were taken. I continue to encourage our members to get involved and help us out. We are only as strong as our membership will allow us to be.

Thank you,

Brandon Thome
Marketing Chair

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Regional Chapter of the Canadian Athletic Therapists Association