



Alberta Athletic Therapists Association

Dear AATA Members,

I have just begun my position as chair of your Marketing Committee. I hope that 2011 continues to bring awareness to our profession in the province of Alberta.

In 2010, the Marketing Committee had 3 roll-up display banners created. These look great. They are available to loan for all AATA members. The banners are being stored in Calgary and Edmonton. The AATA also has posters, postcards and pens available as promotional giveaways. I encourage all of you to sign-out these materials and help out with marketing our profession. If you would like to sign-out a display please contact Nicole Lemke at nlemke@sportmedab.ca.

June is National Athletic Therapy Month (NATM). The Marketing Committee will be taking part in an event in Edmonton and in Calgary. The Edmonton event will be the Loops for the Troops run at the Edmonton Garrison. Proceeds from the run go to support the Military Family Resource Centre. There are a few options for events in Calgary. Let me know if you have ideas. We need volunteers! Contact me if you are interested. Or plan your own activity to promote NATM. The AATA will offer awards for the most creative ideas.

The Canadian Athletic Therapy Association (CATA) has promotional materials available for NATM. Print out their posters and display them at your work. Include the NATM information in your email signature. The CATA also has awards for NATM events.

The AATA Marketing Committee will be present at numerous career fairs throughout the province. The biggest fair we will apply to be a part of is the 2011 Canada Career Week Fair in Edmonton on November 18/19, 2011. We hope to encourage more students to enter the profession of Athletic Therapy in Canada.

The national Marketing, Sponsorship and Insurance Committee (MSIC) have created a list of insurers in Alberta who cover Athletic Therapy. In speaking with their Chair, there was interest from Alberta Blue Cross. Communications continue with this company. If anyone has additional insurers that can be added to the list, please let me know. If anyone works with a company who is interested in insuring Athletic Therapy, please let me know.

I look forward to 2011 and the activities we have planned. I again encourage you to get involved and help out. These marketing activities will strengthen our profession as a whole.

Thank-you,

Nicole Lemke, Marketing Chair