



The Canadian Orthopaedic Association *L'Association Canadienne d'Orthopédie*



Organizational Announcement

I am very pleased to announce the promotion of Cynthia Vezina as our new Executive Director for Strategic Initiatives. Cynthia is the COA's longest serving employee having started with us as an Administrative Assistant in March of 1999. Over the past 17 years she has taken on increasing levels of responsibility and has been an invaluable member of our staff.

Cynthia has brought tremendous levels of innovation to our organization that have always been focused on delivering increasing value to our members. She brought in our first website, upgraded the Bulletin progressively through the years and enhanced our member communication strategy through the development of the Dispatch. Her introduction of on-line dues management system was a massive step forward in efficiency and effectiveness for the COA that delivers continued benefits for the organization. Cynthia has been highly influential in the evolution of the COA Annual Meeting and has continued to show an exemplary commitment to her role as an innovator and a manager.

Cynthia's new role is an exceptionally important one as the COA seeks to tackle some increasingly important strategic issues that are critical to the growth of the Association: improved use of technology to allow a more sophisticated approach to serving the needs of our members, initiatives to expand our core mission beyond the Annual Meeting, refining the COA's membership offerings and communications to strengthen and expand our membership base, diversify our revenue opportunities, seek new opportunities the better engage members with the COA and manage the COA's expansion into improved strategic planning and advocacy.

Cynthia will continue to report to me and will be soon recruiting for a new staff member, reporting to her, to coordinate membership services and our affiliate programs.

For any queries about Cynthia's new position, please don't hesitate to direct any of your questions to me.

Cynthia's success has been instrumental for our organization, and I ask you to join me in congratulating Cynthia on her outstanding performance and wish her every success in her new position.

Douglas Thomson

CEO