

## **MEDIA RELEASE**

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### **New Executive Director to Lead Speech-Language and Hearing Professionals**

**Ottawa, ON** – The board of directors of the Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) is pleased to announce the appointment of Joanne Charlebois to the position of executive director effective July 25, 2011.



Mrs. Charlebois has 30 years of not-for-profit association experience. She most recently served as director, marketing & communications of the Appraisal Institute of Canada (AIC) for the past nine years where she was responsible for rebranding the institute and overseeing development and implementation of a comprehensive marketing plan.

Prior to joining the AIC, Joanne was a senior marketer in two start-up telecommunications and software organizations where she had full accountability for marketing and business development. In the early 90's, as a member of the senior management team at the Canadian Egg Marketing Agency she specialized in strategic marketing, communications, public relations and advocacy. During her tenure in the food production industry, Joanne's marketing plans received international recognition.

Joanne Charlebois demonstrates an exceptional blend of strategic, marketing and leadership skills that will lead our organization," said CASLPA president, Gillian Barnes. "Her selection was endorsed unanimously by our board of directors, and we are confident that she is the right person to assume responsibility for overseeing the continued growth and progress of the Canadian Association of Speech Language Pathologists and Audiologists. I am impressed with her emphasis on consensus building and communication between leadership and staff," stated Barnes.

Commenting on her appointment, Charlebois said: "It is an honour and privilege to be selected as CASLPA's executive director. Looking to the future, I see tremendous opportunity for these professions and the association, an organization that is synonymous with top-quality education, resources, professional practices and ethics, the very qualities that best serve the health profession and the public interest. I look forward to working with the board of directors, the talented professional staff and the membership to continue the association's vital leadership role in the health professional industry and to ensure that the level of services and support we provide to our members is second to none."

The Canadian Association of Speech-Language Pathologists and Audiologists is the national voice of more than 5,800 speech, language and hearing professionals. A not-for-profit association, CASLPA supports and represents the professional needs of its members, champions the needs of people living with hearing and communication disorders and promotes awareness of how speech-language pathology and audiology professionals contribute to the well-being of Canadians. Visit us at [www.caslpa.ca](http://www.caslpa.ca) or learn more at [www.speechandhearing.ca](http://www.speechandhearing.ca).

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