

PUBLIC RELATIONS/MARKETING POLICY COVER PAGE
Orthopaedic Section Board Liaison – James Irrgang, President

1 **Members:** 3 members plus the Chair each with 3-year terms and a maximum of 2 term
2 limits. Chair and members are appointed/re-appointed by the Orthopaedic Section Board
3 of Directors (BOD).
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5 **Current Members and Term Limits:** Eric Robertson, Chair, October 2008-September
6 2011;; Chad Garvey, Vice Chair, 2008-2010; James Irrgang, Board Liaison, 2008-2013;
7 Duane Scott Davis, 2008-2011; Cory Manton, 2008-2010; Scott Adam Smith, 2008-
8 2010; and Jennifer Bebo, 2009-2011.
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10 **Meetings:** Teleconference meetings held as needed, with prior approval of the Board of
11 Directors, with no more than 3 calls in any calendar year.
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13 **Purpose:** To serve as an advocate and resource for practitioners of Orthopaedic Physical
14 Therapy by fostering quality patient/client care and promoting professional growth.
15 To ensure the Orthopaedic Section has a strong public image. Public relations activities
16 involve promotion and marketing of the Orthopaedic Section to APTA members and non-
17 members to help them understand the organization and its purpose.
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19 **Tasks:**

- 20 1. Promote physical therapists in increasing their role as unrestricted direct access
21 providers of musculoskeletal care throughout the United States by 2015.
- 22 2. Develop an alliance with a minimum of 5 professional organizations to work towards
23 the mutual goal of promoting musculoskeletal care by 2015
- 24 3. Increase Section Internet presence via mass e-mails, web site, facebook, etc. to
25 improve communication, branding and promotion of the profession by 2015
- 26 4. Develop marketing tools that can be used by individuals representing the Orthopaedic
27 Section at outside functions, i.e., conventions, seminars, academic institutions.
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29 **Work other than meetings:** On as-needed basis
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31 **Qualifications:** An Orthopaedic Section member who has the desire to promote and
32 market the Orthopaedic Section to its members as well as potential members.
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34 **Conflict of Interest:** A conflict of interest can arise when conditions or circumstances
35 preclude or interfere with an individual's capacity to make the objective, detached
36 decisions required in Board of Director meetings. Conditions or circumstances which
37 may create a conflict of interest include but are not limited to those cases in which the
38 Board of Director member, Committee member, or SIG member: 1) has a personal,
39 professional, or financial interest in, or relationship with, the entity in question; 2) has or
40 is perceived as having, for any reason, a preconceived bias for or against the entity in
41 question. Board of Director members, Committee members, and SIG Governing Board
42 members shall excuse themselves from such participation in any case where a conflict of
43 interest arises, where a potential conflict of interest may arise, or where there may be a
44 perceived appearance of conflict.
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1 **Compensation Policy:** In the event that specific conditions or circumstances lead to a
2 significant financial strain on the Section’s Annual Budget the Section Board of
3 Directors, based on a recommendation from the Finance Committee, will direct the
4 Executive Director to discontinue all Stipends/Honorariums paid to Section members
5 until fiscal solvency is attained.
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