

PUBLIC RELATIONS/MARKETING POLICY COVER PAGE
Orthopaedic Section Board Liaison – Jay Irrgang, Director

Members: Chair and 4 committee members, all of whom must be Section members; each with 3-year terms.

Current Members and Term Limits: Rick Watson, Chair, 1997-2007; Michael Tollan, 1997-2006; Amanda Adams, 2004-2007; Cheryl Dimapasoc, 2004-2007; Michelle Spicka, 2004-2007.

Meetings: No formal meetings of the committee are held.

Purpose: To ensure the Orthopaedic Section has a strong public image. Public relations activities involve promotion and marketing the Orthopaedic Section so that members and non-members understand the organization and its purpose.

Tasks:

1. Assist in projects that involve recruiting and retaining Orthopaedic Section members.
2. Encourage the use of technology to increase communication with members, i.e., mass e-mails, increasing functionality of the Orthopaedic Section's web site.
3. Develop marketing tools that can be used by individuals representing the Orthopaedic Section at outside functions, i.e., conventions, seminars, academic institutions.

Work other than meetings: On as-needed basis

Qualifications: An Orthopaedic Section member who has the desire to promote and market the Orthopaedic Section to its members as well as potential members.

Conflict of Interest: A conflict of interest can arise when conditions or circumstances preclude or interfere with an individual's capacity to make the objective, detached decisions required in Board of Director meetings. Conditions or circumstances which may create a conflict of interest include but are not limited to those cases in which the Board of Director member, Committee member, or SIG member: 1) has a personal, professional, or financial interest in, or relationship with, the entity in question; 2) has or is perceived as having, for any reason, a preconceived bias for or against the entity in question. Board of Director members, Committee members, and SIG members shall excuse themselves from such participation in any case where a conflict of interest arises, where a potential conflict of interest may arise, or where there may be a perceived appearance of conflict.