



October 21, 2015

**TO: REGIONAL VICE PRESIDENTS
BRANCHES & FACILITIES**

Communications Director

CATCA is pleased to announce that Tania Calverley has joined the association as its new Director of Communications. Tania stepped into her the role on October 14, 2015.

Ms. Calverley offers over 18 years' experience in marketing, communications and project management. She holds a Bachelor of Commerce from the University of Ottawa with majors in marketing and international management.

As Director of Communications, Tania will ensure CATCA has an appropriate and achievable communications plan. She will have a key role in the planning, development, implementation and evaluation of all CATCA communications activities including media and public relations as it relates to advocacy. She will also be responsible for the association's presence on social media and managing the external website.

Before joining CATCA, Ms. Calverley worked in the advertising industry where she managed the development of client advertising programs in accordance to objectives and budgets. She also prepared marketing analyses and communication plans to help establish her client's strategic directions.

Tania also held a Communications Officer role with an Ottawa biotech company where she acted as corporate spokesperson for the company, spoke at national and international conferences and events, oversaw all marketing collateral design, wrote news releases and corporate presentations and developed strong relationships with media and government representatives.

We are thrilled to welcome Tania to CATCA. With her experience and expertise, Tania will play a strategic role and we look forward to working with her as we further enhance CATCA's role as our members' trusted partner in addressing the issues they face every day.

On Behalf of the Board of Directors;

Peter Duffey
President

Doug Best
Executive Vice President