

I can't tell you how excited I am to be a part of the CAA. I've spent the first few weeks reading and learning as much as I can about the profession and I look forward to all of you furthering my education over the next few months, and more likely years, and years to come.

I come to the CAA with 30 years of professional experience both in the private and public sectors, and most recently I worked as an executive at a provincial regulator in the safety codes system.

I've read the David Kay report and I am happy to see that what you want from the College is what I want to deliver, improving the quality and services to help the public, our regulated members, your practices, and the profession as a whole.

I am not an acupuncturist, so to help the Council create a path forward for the College, I am going to be relying on all of you and the College's regulatory committees to help me learn the important issues, the opportunities and the challenges the College and the profession are facing. Engaged registrants and public helps us understand the College's priorities and inform our strategic plan. In short, I don't know what I don't know. So be prepared to be hearing from me a lot.

It is incumbent for co-regulated professions to use data to show the government that the college is performing well. Implementing standards of performance for the regulated profession is critical. We want to be able to answer the question "How do you know the college or your registered members are compliant under the HPA? Show us the proof." This will be **the focus** for myself and the administration of the College. Every decision in our business plans will be made to achieve that goal.

That being said, there are about a million things we need to do to get us there. This is a marathon, not a sprint so I ask for your patience as we learn and grow. I believe that communication is a critical function that creates informed and engaged registrants and public, which in turn, improves overall performance. That drives public confidence, improves our professional reputation, and will build stronger relationships with our fellow health practitioners, and the government.

I promise to work with the Council to keep you informed. I maintain an "open door" office policy. I want to be accessible and make you feel comfortable reaching out to me or the administration for any reason.

Thanks for your time and I look forward to spending lots of time with you as we move forward.

Erin Stroud