



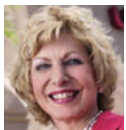
An Exciting and Bright Future

■ LAUREL STOIMENOFF, PT

It gives me great pleasure to introduce UCAOA's Chief Executive Officer, P. Joanne Ray. Joanne comes to us as an accomplished executive with almost 30 years of experience in association management and development. Her previous leadership positions include senior roles within the American Society for Gastrointestinal Endoscopy, Emergency Nurse's Association, and most recently as the Executive Director of the American Association of Cardiovascular and Pulmonary Rehabilitation, a 3,000-member multidisciplinary medical association. Each of these organizations experienced exceptional growth and enhanced member support and engagement as a result of her leadership. Joanne is a graduate of Valparaiso University, lives near our Naperville office and has also been involved in the arts and theatre.

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UCAOA is growing as is the industry we passionately support. I am confident that the acumen and insight Joanne brings to UCAOA will be a perfect complement to where this organization is in its evolution. The Board of Directors looks forward to working with an executive of her caliber. Joanne officially joined UCAOA at our Fall Conference in New Orleans. Look for Joanne's first column as CEO in the December issue of *JUCM*. Please join me, along with the Board of Directors, in welcoming Joanne Ray to UCAOA. ■



Laurel Stoimenoff recently served as the Urgent Care Association of America's interim Executive Director.



Joanne Ray
UCAOA Chief Executive Officer

Here's a brief interview with Joanne Ray, UCAOA's new Chief Executive Officer:

What drew you to UCAOA?

The role that UCAOA members and member institutions stand to play in the future of US healthcare is what initially attracted me to UCAOA. Once I researched more and met some of the incredibly committed staff and board members, I knew this was a great place to be!

You have a long history of non-profit experience—how will that background lend itself to your role here at UCAOA?

For more than 25 years, I have committed my career to representing and enhancing segments of healthcare and nonprofit service. From effective and efficient national office management and stewardship of the association's resources to rallying around, embracing and addressing the key issues confronting the industries and individuals who are members of our association, I bring a wealth of applied experience and look forward to working with the leaders of UCAOA.