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CUA President

Cite as: Razvi H. A shout-out to our unsung heroes!
Can Urol Assoc J 2022;16(2):11. <http://dx.doi.org/10.5489/cuaj.7764>

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The CUA exists to promote the highest standard of urologic care for Canadians and to advance the art and science of urology.



While the pandemic has disrupted our daily lives in a myriad of ways, the day-to-day activities of the CUA corporate office seem to have barely skipped a beat. This is a testament to our incredibly dedicated staff, who work behind the scenes ensuring our organization fulfills its role to support our members. From membership services, the Office of Education, *CUAJ*, and the annual meeting planning team, our tireless staff have repeatedly adjusted to the challenges created by COVID, and yet the quality of their work and high-level productivity has been unaffected. I can tell you that the CUA is very fortunate to have such an amazing team of creative and hard-working individuals who truly care about our organization and love their jobs.

While some members may recognize the names of our corporate office staff, I wanted to take this opportunity to shine the spotlight on these remarkable people.

- CEO – Tiffany Pizioli: The architect and leader of our terrific corporate office team, Ms. Pizioli joined the CUA in 2008. Her pragmatic leadership and vision throughout this past two years has allowed the CUA to not only survive during the pandemic, but to grow in so many ways. Her support to the Board of Directors has been exceptional. Her shoe collection is legendary. She is known as “Louise,” a name given to her by Past-Presidents Stuart Oake and Peter Anderson.
- Communications, Events, and Exhibits – Nadia Pace: Our social media guru and meeting planner extraordinaire, Ms. Pace has been with the CUA since 2009. Ensuring the “CUA is the Voice of Urology in Canada” has become her mission. A terrific chef, Ms. Pace is looking forward to an in-person meeting as much as the President, with all of the culinary offerings PEI can provide. Nadia is referred to as “Thelma,” to Tiffany’s “Louise.”
- Corporate Affairs, Membership, and *CUAJ* Advertising – Denise Toner: Our membership services expert, Ms. Toner joined the CUA in 2012. As keeper of the membership database, Ms. Toner interacts closely with the CUA Secretary. She is also the unofficial corporate office conscience, nicknamed the “Consiglieri.”
- CPD Programs and Events – Tal Erdman: The organizer of our many high-quality CPD events throughout the pandemic, Ms. Erdman has been with the CUA for six years and works closely with the CPD Committee and Office of Education. She is known as “the millennial” and the “tech person” and has an attention to detail and a love of “fonts.”
- *CUAJ* and Guidelines – Adriana Modica: The busy portfolios of Managing Editor of *CUAJ* and the Guidelines Committee are overseen by the very capable Adriana Modica. Ms. Modica joined the CUA in 2015. We all wonder how anyone can handle these two challenging positions (and a teenager daughter) with such skill. Working from home has allowed Adriana to review editorial content quietly, away from the loud voices of her coworkers! She copes with her multiple demanding roles by working out regularly.
- Accounting and CUASF Grants – Marfisa Defrancesco: Our financial wizard, Ms. Defrancesco has been with the CUA for seven years. In her role, she works closely with the CEO, the CUA Treasurer, and CUASF leadership. She hates travelling on planes and the team has dubbed her the “Montreal booth person” for ALL events that the CUA hopes to attend live in Quebec.

In closing, and as we begin a new year full of anticipation and hope, I would like to take this opportunity on behalf of the CUA Board of Directors to thank each of our corporate office staff members for their exceptional devotion to the CUA despite the trying times this past year. Your efforts have not gone unnoticed. I would also encourage our members, should there be an occasion to interact with any of the staff, to also thank them for all they do for us. It’s what keeps them going!

Wishing everyone a prosperous and safe 2022!