



My name is Jesse Townsend and I am a Manager with Athletic Training & Development at UPMC Center for Sports Medicine. I wanted to be an athletic trainer since high school anatomy and physiology class where I knew I could mesh my love for sports with my interest in the way our bodies function. I obtained my undergraduate degree in Health Science/Athletic Training at Slippery Rock University and my graduate degree in Sports Medicine/Athletic Training at University of Pittsburgh. I worked as an athletic trainer in the high school setting for 11 years. Most recently, I have been a Manager since 2008 where I am responsible for the supervision of athletic trainers at UPMC contracted high schools and I assist with managing the daily needs of the department.

I decided that I wanted to become involved in PATS after I attended my first conference. The energy I experienced from networking with athletic trainers from across the state with various experiences and backgrounds was fantastic. Talking with those that have been in the profession for decades longer than I had been was humbling. I felt a tremendous amount of respect towards these elder athletic trainers and I realized there was so much more to the profession than what was occurring in my daily working environment.

I was approached shortly after that conference by a staff member who was on the Executive Board to gauge my interest in joining the Technology Committee. I felt it was a great way to get involved by matching a hobby, technology, with a need of the organization. As I worked on the committee, I was asked a year later to chair the committee. Being a little apprehensive of the commitment, a compromise was made and we decided to be co-chairs of the committee to split the workload. Our responsibilities are to take charges from the Executive Board with any technology needs and report to the Board prior to their meetings. We have created and grown our facebook page, YouTube, user forum, and Twitter accounts. Our committee also evaluated different public relations software to enhance our image in our communication methods. I help with the facebook posts and tweets, often times receiving emailed suggestions from various PATS members. My workload depends mostly on requests I receive from our members to post content on facebook and Twitter. Some weeks go by with no time needed to spend on the committee. However, some weeks it becomes a daily routine to check analytics on our social media usage or post content.

Becoming involved in PATS has been both rewarding and refreshing. It is an honor to help contribute to our wonderful profession in a state that is on the forefront of advancing athletic training.