

**AMERICAN HEALTH CENTERS**  
1401 Winchester Ave, Suite 502  
Ashland, KY 41101  
"Your Health Center...For Life!"



Industry  
Canada

## American Health Centers, a tri-state company, receive funds from Industry Canada for potential Canadian Market Expansion

ASHLAND, KY.— July 26, 2006.

American Health Centers in collaboration with the Niagara College's International Business Program



will lunch an international internship to run from September 2006 to March 2007. This internship, funded by Industry Canada, will aim at evaluating the possibility and the likelihood of success for American Health Centers in entering the Canadian market health centers' franchise industry.

The intern, Stephanie Patrick, will act as the Trade Promotions Officer (TPO) and will work on a variety of tasks related to market branding and franchise development within a commercial enterprise. Through the

placement, the TPO will have the opportunity to research the Canadian chiropractic care and franchise context, evaluate and analyze opportunities to enter the Canadian market, and develop a Canadian economic geographic profile and evaluative summary for an international marketing plan.

The Trade Promotions Officer intern met the following qualifications:

- Completion of a bachelor's in international affairs from an accredited higher education institution
- Strong business acumen
- Flexible, cross-culturally aware, and eager to work in new environments with all of the challenges they offer
- Sharp, well-developed communication skills
- Proven initiative, innovation and resourcefulness in starting new programs,
- an enthusiastic team player with positive energy.

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**About American Health Centers ([www.AmericanHealthCenters.com](http://www.AmericanHealthCenters.com))**

American Health Centers was founded in 2000 to establish a national franchise brand in the chiropractic industry. We are actively promoting healthy lifestyles through diet, exercise and chiropractic treatment. Currently franchise opportunities are available only within the United States, however American Health Centers is considering entry into the Canadian market.

**About Industry Canada Programs and Initiatives ([www.ic.gc.ca/cmb/welcomeic.nsf/](http://www.ic.gc.ca/cmb/welcomeic.nsf/))**

Industry Canada has a broad range of programs and initiatives designed to benefit a diverse client base across Canada. Collaborating extensively with partners at all levels of government, as well as within the private sector, the Department has become a leader in providing client-focused programs and leading-edge initiatives.

**About Niagara College's International Business Program  
([http://niagarac.on.ca/studying/programs/fulltime/ibm\\_0447/](http://niagarac.on.ca/studying/programs/fulltime/ibm_0447/))**

The changing global marketplace has made international business a growth area of career opportunities. This unique graduate certificate program concentrates on the trade relationships and activities between North American and international markets.