

MINUTES
NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
ANAHEIM, CA
December 10, 2004
CHUCK KIMMEL, ATC, PRESIDING

ROLL CALL:

Chuck Kimmel, ATC	Paul Genender, Esq. <i>Legal Counsel</i>
Jeff Stone, MEd, ATC, LAT	Jim Thornton, MS, ATC <i>District II Director-elect</i>
Joe Iezzi, MS, ATC	Terry Noonan, MS, ATC <i>Director V Director-elect</i>
Charles Rozanski, MEd, ATC	Eve Becker-Doyle, CAE
Marjorie Albohm, MS, ATC	Teresa Foster Welch, CAE
Lynn Bott, MS, ATC	Linda Tilley
Sandy Miller, MS Ed, ATC	Karen Peterson
Matt Webber, MA, ATC	
Andy Paulin, ATC	
R.T. Floyd, EdD, ATC	
Barrie Steele, MS, ATC	

CALL TO ORDER: President Kimmel called the meeting to order at 8.30 am PT.

MAY 2005 BOARD MEETING DATES AND LOBBY DAY

Off-convention meetings of the Governmental Affairs Committee, the Council on Employment, the Clinical/ Industrial/Corporate Athletic Trainers' Committee and the Committee on Revenue have been scheduled to coincide with the May 2005 board meeting. On Thursday May 12, board and committee members will participate in Storm the Hill Day comprising a morning briefing with NATA lobbyist Bill Finerfrock and afternoon visits with legislators. The NATA board of directors will meet on Friday 13 and Saturday 14 May. A member reception, which will include the NCPPA board and legislators, will be held Thursday evening.

JUNE 2005 ANNUAL MEETING

The NATA 56th Annual Meeting and Clinical Symposia will be held June 12-16, 2005 in Indianapolis. The board will meet on Saturday June 11, Sunday June 12 and Thursday June 16.

CONTACTING COMMITTEE GROUPS

Following a suggestion from District IX director R.T. Floyd, staff has devised a simple method of contacting committee groups via email. Details will be posted with the leadership directory in 2005, in the members only section of the NATA web site.

COLLEGIATE SPORTS MEDICINE FOUNDATION

Certified athletic trainer Brian Anderson has established the Collegiate Sports Medicine Foundation to provide support for collegiate sports medicine programs. Anderson desires a cooperative relationship with the NATA and has invited participation from a number of NATA members. District IX director R.T. Floyd is attending a planning meeting in February.

SECONDARY SCHOOL ATHLETIC TRAINERS' COMMITTEE

The board considered a proposal from the Secondary School Athletic Trainers' Committee to establish a funded liaison relationship with the Health Occupation Students Association (HOSA).

HOSA is a national student organization endorsed by the U.S. Department of Education. The organization provides high school students with an introduction to health care careers via classroom learning and a competitive events program.

The SSATC would like to offer accurate technical advice to HOSA by

- supplying a representative to serve on the HOSA Technical Advisory Committee, which recommends textbooks and develops the sports medicine exam
- providing sports medicine curriculum assistance to schools on a state-by-state basis
- recommending certified athletic trainer judges for state and national competitions.

NATA does not officially recognize students until they reach the college level when formal athletic training education begins. However, developing a liaison relationship with HOSA will promote career awareness by educating high school students about athletic trainers and their work, and will ensure the information received is correct.

**VOTED: TO ESTABLISH A FUNDED LIAISON RELATIONSHIP WITH THE HEALTH OCCUPATION STUDENTS ASSOCIATION (HOSA). FUNDING WILL COME FROM THE SECONDARY SCHOOL ATHLETIC TRAINERS' COMMITTEE SETTINGS FUND.
2,6 PASSED 10-0-0**

CAREER CENTER - FIRST YEAR REVIEW

Board members reviewed net income figures from the NATA Career Center's first twelve months of operation. 22% of the net income was distributed as allocations while the remaining money went to membership programs or services. NATA's job development fund, the three settings funds, the Career Assistance Committee and the Foundation each received allocations in excess of \$4,500. Each district received almost \$2,300.

In an effort to address the low numbers of secondary school job postings, staff proposed helping secondary schools with financial needs. Founding sponsors Gatorade and Johnson & Johnson have offered to fund a grant for secondary school Career Center postings on a matching funds basis.

A quick turnaround system (via email or other electronic means) would be devised utilizing a one page application and review by an SSATC subcommittee. Names of employers who receive a matching grant (\$100 paid by employer, matched by \$100 from sponsor grant fund) will be published as a thank you to the program sponsors.

INVESTMENT COMMITTEE RECOMMENDS NEW COUNSELOR

The Investment Committee reviewed five bids for NATA's investment business and selected three firms to present at the December Investment Committee meeting.

**VOTED: TO APPROVE THE INVESTMENT COMMITTEE RECOMMENDATION TO RETAIN EVEANS, BASH AND KLEIN AS NATA'S INVESTMENT COMPANY.
(2,5) PASSED 10-0-0**

CAL STATE FULLERTON STUDENT PRESENTATION

Athletic training students from Cal State Fullerton made a short presentation to board members, thanking them for their efforts on behalf of the athletic training profession.

JRC-AT ATHLETIC TRAINING DEGREE REQUIREMENT

Education Council chair Dr Chad Starkey joined the board via telephone conference call for discussion on the JRC-AT's athletic training degree requirement.

At its November 2004 meeting, the JRC-AT stipulated the JRC-AT would require accredited programs to have degrees in athletic training by 2010-2011. Subsequently, the JRC-AT voted unanimously to remove the proposed standard requiring a degree in athletic training (IA) from the Draft of the 2005 Standards for Athletic Training Education and to reinsert the requirement for an academic major that has been in the standards since 1995:

Section I. Curriculum and Instruction

11. Description of the Program - The athletic training education program must be an undergraduate or graduate program that offers a major or graduate equivalent in athletic training.

The undergraduate major or graduate major equivalent must be:

11.1 consistent with other majors offered within the institution,

11.2 identified as an athletic training major or graduate major equivalent in institutional academic publications, and

11.3 indicated on the official transcript of the student as is normally designated for other undergraduate majors or graduate major equivalents at the institution.

While the JRC-AT still supports the need for a degree in athletic training in the future, it recognizes the need to collect and analyze data for its customers and stakeholders. The JRC-AT agrees to work as an integral member of the NATA Educational Degree Task Force. The JRC-AT has proposed the NATA Task Force include additional representation from those affected and responsible for athletic training education outcomes.

**VOTED: THE BOARD SUPPORTS IN CONCEPT THE AMENDED STANDARD PRESENTED BY THE JRC-AT. IT REQUESTS THE ENTRY-LEVEL EDUCATION COMMITTEE AND THE EDUCATION COUNCIL EXECUTIVE COMMITTEE REVIEW THE JRC-AT COMMUNICATION TO ASCERTAIN WHETHER THEY ARE IN FAVOR. IF SO, THE JRC-AT WILL BE NOTIFIED THE BOARD SUPPORTS THE AMENDMENT.
(3,4) PASSED 8-2-0 (with opposition from Districts VII and X)**

Later, a motion for reconsideration was proposed.

**VOTED: TO RECONSIDER THE PREVIOUS MOTION.
(5,6) PASSED 10-0-0**

**VOTED: AFTER THE ENTRY-LEVEL EDUCATION COMMITTEE AND THE EDUCATION COUNCIL EXECUTIVE COMMITTEE REVIEW THE JRC-AT PROPOSAL, THE EDUCATION COUNCIL CHAIR WILL ADVISE THE NATIONAL OFFICE WHETHER THE COMMITTEES ARE IN FAVOR OR AGAINST.
THE BOARD WILL BE APPRISED BY EMAIL OF THE OUTCOME. IF THE ENTRY-LEVEL EDUCATION COMMITTEE AND THE EDUCATION COUNCIL EXECUTIVE COMMITTEE ARE IN FAVOR, THE BOARD WILL HAVE A FOUR-HOUR WINDOW FOR ANY DISSENTING VOTES.
(3,10) PASSED 10-0-0**

It would be helpful to clarify in a document the roles of the Education Council Executive Committee, the Board of Certification and the Joint Review Committee on Athletic Training in relation to NATA.

PROFESSIONAL BASEBALL ATHLETIC TRAINERS' SOCIETY

Board members visited the Professional Baseball Athletic Trainers' Society meeting where President Kimmel addressed the PBATS members. NATA media guides were distributed along with bookmarks and rubber bands to reinforce the use of correct nomenclature – 'certified athletic trainer' or 'athletic trainer' instead of 'trainer'.

FINANCE COMMITTEE

Staff Trim the Budget Competition

President Kimmel shared the results of the staff 'Trim the Budget' competition initiated by Assistant Executive Director Teresa Foster Welch.

The winning suggestion was to consolidate all convention-related printing with the printing of NATA publications (*NATA News*, *Journal of Athletic Training*, brochures). It was submitted by Lindsey Anderson, Brian Hawkins, Russell Cook, Becky DeCoursey and Valerie Hunt. Estimated saving: \$25,000 to \$30,000.

Other suggestions included:

- Scaling back on the lunches at committee meetings by providing a nice box lunch instead of a hot meal at noon. (*Submitted by Terri Tillison*) Estimated saving: about \$200 per committee.
- Combining the VIP reception and the board alumni reception at the annual meeting. (*Ellen Satlof*) Estimated saving: about \$1,500.
- Switching long distance companies to a cheaper service. (*Submitted by Dewey Lang*) Estimated saving: \$12,000 a year.

President Kimmel thanked staff for submitting ideas, which could save as much as \$40,000 in the course of the year.

Sponsor Renewals and Allocations

Five of NATA's sponsor agreements expire before May 2005.

- Johnson & Johnson, Gatorade and Tylenol/Motrin are renewing.
- Schering-Plough is experiencing some significant FDA challenges. If it renews, Tinactin will be at a lower level of sponsorship.
- Procter & Gamble is now focusing on the arthritis market rather than the sports market, and will not renew.

Marsh Affinity Group Services will continue as an affinity partner, but not as an official supplier.

Revenue from new sponsor OPro will offset some of the loss of sponsor dollars from Schering-Plough and Procter & Gamble. Staff continues to pursue other sponsorship opportunities.

A total of \$60,000 from the Career Center and sponsorship revenue will be allocated to the districts in fiscal year 2005-2006.

Convention Clinical Sessions Allotment

In years past NATA has offered twelve clinical sessions during the annual convention. This number has gradually increased over time: sixteen clinical sessions are being offered at the 2005 convention.

**VOTED: THE BOARD COMMENDS AND THANKS THE CONVENTION COMMITTEE FOR ASSEMBLING FIRST-RATE CLINICAL SESSIONS FOR THE ANNUAL MEETING. THE BOARD REQUESTS THE CONVENTION COMMITTEE WORK TOWARDS OFFERING TWELVE SESSIONS IN FUTURE, NOT SIXTEEN.
(6,4) PASSED 10-0-0**

The Finance Committee made this recommendation to curb rising expense. Also discussed was the need to free up time and space to accommodate NATA's valued liaison organizations and affiliates, and to keep volunteer and staff workload manageable.

The board wished to be sure the Convention Committee knows it appreciates the committee's hard work and commitment to producing quality programming for NATA members.

Committee Service Recognition

NATA recognizes committee service by presenting outgoing volunteers with a personalized cobalt blue glass mug engraved with NATA's logo and the volunteer's name. The Finance Committee did not fund, therefore, budget requests from committees wishing to give dual recognition by providing additional items to departing members.

Student Representation on Committees

Some committees have requested a student member. The board supported the concept of giving students exposure to the association leadership and decision-making process, but felt there were other, more effective ways to accomplish this at no cost.

**VOTED: TO INVITE AREA ATHLETIC TRAINING PROGRAM DIRECTORS TO BRING STUDENTS TO BOARD MEETINGS IN THEIR AREA.
(6,5) PASSED 10-0-0**

Board meeting times at annual meetings will be publicized.

Career Assistance Committee Chair Convention Expense Reimbursement

After the June 2005 convention, NATA will no longer reimburse the convention expenses of the Career Assistance Committee chair. This practice was established for historical reasons that are no longer valid.

Committee Requests for Incoming Members Coming on Early

The Convention Committee would like the incoming Convention Host Chair to join the committee one meeting earlier than at present. Because this will save money since s/he will provide leads on local speakers, it was funded.

The Continuing Education Committee request to bring incoming members to the off convention meeting was not funded. Board members recommended the orientation could be accomplished via conference call or email.

Graduate Review Committee Brochure Request

The Graduate Review Committee had expressed interest in producing a brochure promoting the advantages of attending an advanced masters athletic training program that is accredited. Since this information can be put on our web site and printed if a hard copy is needed, the request was not funded.

International Committee

A key objective of the International Committee has been to help certified members living overseas obtain CEUs. This has been achieved primarily by encouraging international organizations providing suitable continuing education to become BOC providers. More recently the committee has been investigating NATA actually providing continuing education overseas. Because of the high cost and the relatively low number of member ATCs we'd be serving, the board decided not to pursue this.

**VOTED: TO CONTINUE THE INTERNATIONAL COMMITTEE'S EFFORTS TO GET OVERSEAS ORGANIZATIONS PROVIDING CONTINUING EDUCATION TO BECOME BOARD OF CERTIFICATION APPROVED PROVIDERS. THE INTERNATIONAL COMMITTEE SHOULD NOT PURSUE PUTTING ON NATA EDUCATIONAL ACTIVITIES OVERSEAS.
(6,7) PASSED 10-0-0**

World Congress

The 2005 World Congress will be held in Edinburgh, Scotland in November. NATA will fund two members of the International Committee to attend, but did not choose to pay for an ATC to attend to provide AED training to area ATCs. Eve Becker-Doyle will also attend.

Evidence Based Medicine and Practice Summit

The NATA Research and Education Foundation has invited NATA to partner with the Foundation by funding \$8,000 of the \$16,000 cost of a one-time evidence-based medicine (EBM) and practice summit. The purpose of the summit is to further the development of EBM within the athletic training profession, with an eye to improving athletic training clinical practice and education, and establishing best practices for the profession. This was funded.

National Alliance Promoting Research in Allied Health

Board members considered a request to formally establish a liaison to the National Alliance Promoting Research in Allied Health. Participating organizations include the American College of Sports Medicine, the American Occupational Therapy Association, the Association of Schools of Allied Health Professions, the American Diabetes Association and the American Physical Therapy Association. Research and Education Foundation president Mike Sitler received the initial invitation and participated in the formation meeting.

Dr Sitler feels that the liaison relationship should be with NATA rather than the Foundation. By banding together as allied health care professions, NAPRAH can be effective in requesting funding from outside organizations and funding agencies.

This group is not asking NATA for funding. NATA would be a part of the alliance, which will ask external agencies for funding for allied health projects. NATA's expense would be the cost of getting the liaison to one or two meetings per year, and \$1,500 annually for the next five years to help underwrite the cost of the alliance's meetings. It is anticipated the total cost would be \$2,500 a year.

**VOTED: TO APPOINT DR MIKE SITLER AS FUNDED LIAISON TO THE NATIONAL ALLIANCE PROMOTING RESEARCH IN ALLIED HEALTH. TO SEND THE ALLIANCE A LETTER OF SUPPORT FOR THE ALLIANCE'S ACTIVITIES AND OUR PARTICIPATION.
(2,9) PASSED 10-0-0**

Financial Policies

The Finance Committee recommends no change to NATA's financial policies.

NATA POLITICAL ACTION COMMITTEE

Teresa Foster Welch provided information about NATA's plan to form a federal political action committee. The National Athletic Trainers' Association, Inc. Political Action Committee (NATA-PAC) is being established to provide campaign contributions to approved candidates (primarily candidates for the U.S. Senate or U.S. House of Representatives) on behalf of NATA members.

NATA-PAC will be separately incorporated as a Texas non-profit corporation with its own articles of incorporation and bylaws. Administrative expenses of the PAC will be absorbed by NATA. NATA staff has developed the articles of incorporation and bylaws in consultation with NATA's legal counsel. The articles of incorporation will be filed with the Texas Secretary of State's office along with all necessary Federal Election Commission and Internal Revenue Service documents.

After all documents are filed and the organization is established, the NATA-PAC governing body will assume responsibilities for NATA-PAC. The NATA-PAC board of directors will consist of the NATA president, chairs of the Finance, Governmental Affairs and Reimbursement Committees, and the board liaison to the Governmental Affairs Committee.

NATA-PAC will have two standing advisory committees, fundraising and review. Both committees will report to the NATA-PAC board of directors. The Fundraising Committee will be responsible for raising money for the PAC. Funds may be solicited from NATA's certified members and executive staff. While corporations cannot contribute funds, NATA can cover the administrative costs of the PAC. The Review Committee is the group that will review requests for contributions and make recommendations to the NATA-PAC board for distribution of funds.

**VOTED: TO ESTABLISH THE NATIONAL ATHLETIC TRAINERS'
ASSOCIATION POLITICAL ACTION COMMITTEE (NATA-PAC),
EFFECTIVE DECEMBER 14, 2004.
(4,2) PASSED 10-0-0**

Teresa Foster Welch presented the final drafts of the NATA-PAC bylaws and articles of incorporation for review and approval.

**VOTED: TO ACCEPT THE NATA-PAC BYLAWS AND ARTICLES OF
INCORPORATION AS PRESENTED.
(7,6) PASSED 10-0-0**

Policies and procedures are being developed for NATA-PAC and will be reviewed by the board on an upcoming conference call.

President Kimmel remarked it is imperative that NATA leadership promote NATA-PAC to members. An article about NATA-PAC will be published in the *NATA News* soon.

LIME TEAM

During the October meeting of the LIME Team, members discussed issues from the statements and questions document, participated in role playing and training for legislative testimony and educational visits, brainstormed how to assist states and reviewed the list of the states seeking LIME Team assistance.

The group discussed at length the current definition of the profession. The LIME Team feels that the current definition is too long and cumbersome for those outside the athletic training profession. For legislative and regulatory efforts, the LIME Team recommends the following definition of athletic training:

Athletic training is the practice of providing physical medicine and rehabilitation services. Athletic trainers are healthcare professionals who specialize in physical medicine and rehabilitation.

TASK FORCE ON AGE SPECIFIC ISSUES

The Task Force on Age Specific Issues developed an official statement regarding helmet removal during breaks. Although NATA's position statement on heat illness is comprehensive and well used, the task force feels helmet removal is another important part of reducing the risk of heat illness – particularly for younger children.

Teresa Foster Welch reminded the board of the difference between position statements and official statements. Position statements are research based and have gone through the peer review process. Official statements are more informal and are simply recommendations.

Pronouncements Committee chair Doug Casa assisted in the writing of the statement and has reviewed and supports the final version, which has been approved by members of the Task Force on Age Specific Issues.

**VOTED: TO ACCEPT THE OFFICIAL STATEMENT OF THE AGE SPECIFIC ISSUES
TASK FORCE REGARDING HELMET REMOVAL DURING PRACTICES
AND GAMES.
(1,4) PASSED 10-0-0**

INTERNATIONAL COMMITTEE

CATA liaison

The board believes the NATA liaison to CATA should continue to have a seat on the International Committee. Since CATA liaison Matt Ryan, MA, ATC completes his second and final term on the International Committee in June 2005, he is ineligible to continue as CATA liaison. A new liaison to CATA will be appointed, effective June 2005. This person could attend the CATA May '05 meeting if Matt Ryan is unable to attend.

WFATT Leadership

World Federation of Athletic Training and Therapy president Mike Ferrara, PhD, ATC has given notice that he will step down from the presidency, effective November 2005.

ON-LINE REGISTRATION INCENTIVE

NATA plans to offer a \$5 discount for online convention registration as is done with membership renewals. In June 2004, the board approved a \$10 convention registration increase for all membership categories except student. The Finance Committee recommends amending the increase to \$15, with a \$5 discount for registering online. Those who do not register online would pay \$5 more. The objective is to encourage more members to register online, which results in speedier processing and reduced labor costs.

**VOTED: TO INCREASE CONVENTION REGISTRATION FEES BY \$15.00 FOR ALL
MEMBER CLASSES EXCEPT STUDENTS, WITH A \$5 DISCOUNT IF
REGISTRATION IS COMPLETED ON LINE.
(6, 4) PASSED 9-0-1 (Abstention by D10)**

NATIONAL WRESTLING COACHES ASSOCIATION LIAISON

In July 2004, the NATA board of directors voted to partner with the National Wrestling Coaches Association on the NWCA's online weight management program. NATA will put together the curriculum and the training model for teaching master assessors how to teach ATCs and other high school professionals to take accurate body measurements. NATA will compile a list of master assessors. In other words, NATA will supply the curriculum implementation plan, but will not offer training or provide workshops or seminars (with the exception of a session at our convention). Currently three models are available for delivery of the training. Eileen Bowker, MA, ATC has been added to the Continuing Education Committee to perform this function, and will liaise with the National Wrestling Coaches Association.

NORTH AMERICAN SPINE SOCIETY

Doug Kleiner, NATA liaison to the North American Spine Society, has requested funding to attend the society's annual meeting. Because this is an unfunded liaison position, board members did not support the request.

JOURNAL OF ATHLETIC TRAINING STUDENT SUBSCRIPTIONS

During the recent *Journal of Athletic Training* committee meeting, the idea of offering a student subscription rate surfaced. Currently non-certified students are encouraged to use online access but are ineligible to receive a hard copy of the *Journal*. The *Journal* Committee feels this detracts from NATA's efforts to promote future research among students. While the committee would like non-certified students to get a hard copy of the *Journal* as part of their membership dues, that's not financially feasible.

The board considered offering a discounted subscription of \$20 for non-certified student members. The subscription would be offered as an option during the online renewal process and publicized in the *Journal* and in other student venues.

**VOTED: TO OFFER A \$20 DISCOUNTED JOURNAL SUBSCRIPTION RATE TO
NON-CERTIFIED STUDENT MEMBERS.
6,9 PASSED (10-0-0)**

FEMALE ATHLETE TRIAD COALITION

In 2002, NATA funded Gretchen Schlabach to attend the inaugural Female Athlete Triad Summit. The following year, Schlabach was appointed NATA's official funded liaison to the Female Athlete Triad Task Force for a two-year trial period. Since then the organization has become more organized and is now known as the Female Athlete Triad Coalition. NATA is the only founding member organization that has not made this liaison permanent. Given that the female athlete triad is an important health issue, it would seem appropriate to establish a permanent liaison.

**VOTED: TO APPROVE A PERMANENT FUNDED LIAISON TO THE FEMALE
ATHLETE TRIAD COALITION. TO FORMALLY ENDORSE THE EFFORTS
OF THE FEMALE ATHLETE TRIAD COALITION BY SIGNING A LETTER
OF SUPPORT. TO PROVIDE PROGRAM TIME AT THE 2006
CONVENTION FOR THE FEMALE ATHLETE TRIAD.
(2,4) PASSED 10-0-0**

DISTRICT BUSINESS

District I

The Eastern Athletic Trainers' Association meeting will be held in Boston, January 7-10. The Athletic Trainers of Massachusetts have established a Hall of Fame. The first induction will take place at the EATA meeting.

District I has created a new member logo and pin.

District II

Director Joe Iezzi congratulated incoming District II director, Jim Thornton, MS, ATC.

District III

MAATA will hold its annual symposium May 20-22 in Virginia Beach.

District IV

District IV has appointed a task force to investigate an outcomes data project. The study will look at single credentialed ATCs providing musculo skeletal rehabilitation. The task force has contacted Uniform Data Systems and plans to start the study in 2005. District IV would like to make this a national study.

The 2005 GLATA meeting will be held March 17-19 in Toledo, Ohio.

District V

District V Director Lynn Bott welcomed incoming director Terry Noonan, MS, ATC. The district is currently holding a presidential election and will meet in Topeka, Kansas, March 17-23.

District VI

SWATA will hold its district meeting July 21-24 in Houston, Texas.

District VII

The district's annual meeting will take place Apr 21-24 in Phoenix, Arizona.

District VIII

FWATA will meet in Sacramento, California, April 21-24.

District IX

Concerned about the number of non-member ATCs in District IX, Director R.T. Floyd is implementing a membership solicitation and fundraising drive, focusing on the professional support, networking and career development services NATA provides.

SEATA has revamped its web site. The 20th annual student workshop will be held February 11-12.

District X

A one-day manual therapy workshop will be held in conjunction with the District X meeting in Spokane, Washington, March 18-20, 2005.

ADJOURNMENT: The board went into a brief executive session at 3.45 pm, then adjourned shortly thereafter.

MINUTES
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BOARD OF DIRECTORS MEETING
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ROLL CALL:

Chuck Kimmel, ATC	Paul Genender, Esq. <i>Legal Counsel</i>
Jeff Stone, MEd, ATC, LAT	Jim Thornton, MS, ATC <i>District II Director-elect</i>
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Sandy Miller, MS Ed, ATC	Cate Brennan Lisak
Matt Webber, MA, ATC	Karen Peterson
Andy Paulin, ATC	
R.T. Floyd, EdD, ATC	
Barrie Steele, MS, ATC	

CALL TO ORDER: President Kimmel called the meeting to order at 8.34 am PT.

MISSION STATEMENT TASK FORCE REPORT

In October 2004, the board formed a task force to review NATA's mission statement and make appropriate recommendations to more accurately reflect the scope and practice of the profession. Chair Charlie Rozanski thanked task force members Marje Albohm, Matt Webber and Teresa Foster Welch for their participation and support.

The task force felt the wording of the statement should be as broad as possible to avoid having to rework the association bylaws to accommodate any future changes in workplace settings. The NATA Education Council, committee chairs and other key association volunteers have reviewed proposed amendments to the wording of the statement.

Rozanski stressed the purpose of the mission statement is to describe what NATA does, not what individual members do.

VOTED: TO APPROVE THE FOLLOWING REVISED NATA MISSION STATEMENT:

***TO ENHANCE THE QUALITY OF HEALTHCARE PROVIDED BY
CERTIFIED ATHLETIC TRAINERS AND TO ADVANCE THE ATHLETIC
TRAINING PROFESSION.***

(6,2) PASSED 10-0-0

The revised mission statement will be presented to district meetings in 2005. If approved by the membership, the new mission statement could be in place as soon as August 2005.

FOCUS OF STRATEGIC INITIATIVES

President Kimmel commented the board's strategic focus for the coming year will be Medicare recognition and unrestricted reimbursement, licensure and employment opportunities for members. Bringing committees and members together for "Storm the Hill" day in May supports these efforts.

EXTERNAL MARKETING REPORT

Find an Athletic Trainer Online

Creating awareness and demand for athletic training services are key objectives for NATA's external marketing programs. With some level of success in these endeavors, NATA has been fielding inquiries from organizations and members of the public wanting to know how to locate an athletic trainer. At the same time, our members want to know what NATA is doing to help them find jobs.

NATA's internal and external marketing departments have been investigating the possibility of creating a public service to locate ATCs. The chair of the Council on Employment, and chairs of the Public Relations, Revenue and Clinical/Industrial/Corporate Athletic Trainers' committees support the idea.

The board was concerned about this service conflicting with our Career Center and had other questions about how the service would operate.

**VOTED: TO TABLE DISCUSSION ABOUT CREATING A PUBLIC ATHLETIC
TRAINER LOCATOR SERVICE.
(2,6) PASSED 10-0-0**

Staff will provide additional information and address concerns at a later date, if appropriate.

PROFESSIONAL BASEBALL ATHLETIC TRAINERS' SOCIETY

President Kimmel welcomed Professional Baseball Athletic Trainers' Society president Jamie Reed of the Texas Rangers and PBATS executive officers. Kimmel remarked it is a privilege for NATA staff and board members to spend time with the PBATS executive board and members during the December meetings of the two organizations.

Jamie Reed introduced PBATS executive officers:

Tom Probst, ATC, treasurer

Jeff Cooper, ATC, past president

Brian Ebel, ATC, American League assistant trainer representative – oversees PBATS internship program

Kevin Rand, ATC, American League representative

Rex Jones, ATC, National League assistant trainer representative – coordinates all assistant athletic trainers

Jim Lowe, ATC, secretary

Paul Spicuzza, ATC, senior advisor and past treasurer

PBATS meeting venues

2005 Anatole Hotel, Dallas, Texas. Probably December 2-4.

2006 Swan and Dolphin Hotel, Orlando, Florida. December 1-3.

2007 To be determined

2008 Las Vegas, Nevada

Education initiatives

Jamie Reed remarked education continues to be a key focus of PBATS. For the 15th consecutive year, PBATS offered continuing education for professional baseball athletic trainers by conducting seminars in Florida and Arizona during spring training. The sessions provided Major and Minor League athletic trainers information about the latest advances and research in sports medicine, as well as hands-on education in the prevention, treatment, and rehabilitation of sports injuries.

PBATS has successfully piloted an interactive program using video feed technology to offer educational presentations to members in other parts of the country. Advances in technology are making it easier for members who are unable to travel to attain CEUs.

The Baseball Sports Medicine Conference will be held in Denver, January 6-8.

Brian Ebel reported the PBATS internship program continues to grow. In 2004, PBATS selected 57 student interns from 137 applications. The internship program has been offered in the past to juniors and seniors in undergraduate programs. In 2005 the application deadline is March 15 and graduates are eligible to apply.

PBATS has launched its first ever CD ROM series – *In Step*, the spit tobacco program. The BOC has awarded the program 1 CEU. In January 2005 a shoulder evaluation and conditioning program will be available on CD ROM.

Other PBATS activities/programs

- Together with the American Academy of Orthopaedic Surgeons, PBATS is sponsoring the *PLAY* (Promoting a Lifetime of Activity for Youth) campaign to help combat childhood obesity. The American Diabetes Association may partner on this program.
- PBATS has a representative on NATA's International Committee and has been invited to join the World Federation of Athletic Training and Therapy.
- PBATS hosted 12 Japanese students in 2004, six of whom spoke no English. In 2005, PBATS will host 12 Japanese and one Puerto Rican for spring training.
- A prostate cancer awareness and fundraising program was held over Fathers' Day weekend.
- NATA staff received tickets to a Texas Rangers game.

2005 Scholarships

Treasurer Tom Probst presented NATA with a \$10,000 check made out to the NATA Foundation for five athletic training student scholarships.

President Kimmel expressed the board's sincere appreciation for PBATS' fine work on behalf of the athletic training profession. Vice president Marje Albohm will represent the board at the Baseball Sports Medicine Conference in January.

EXTERNAL MARKETING REPORT

Creating NATA Logos for Member Use

Currently NATA does not permit any member or organization to use its logo. Sponsors and affinity partners can use special versions of the logo. NATA's external and internal marketing teams advocate a change in policy, supported by the Public Relations Committee and the Nomenclature Task Force. Legal counsel has confirmed a change would not negatively affect the NATA trademark but warns NATA must continue to actively monitor and police the use of the trademark. Logo usage among members and organizations that employ certified athletic trainers is an inexpensive but effective way to build brand awareness and add credibility to member qualifications and the certification program.

Three versions of the NATA logo are suggested, one for members, one for districts and one for organizations. No money is requested for this initiative. If approved, the new logo versions would be available for use in January 2005.

**VOTED: TO APPROVE THE CREATION AND CONTROLLED USE OF SPECIALLY DESIGNED VERSIONS OF THE NATA LOGO BY MEMBERS, DISTRICTS AND ORGANIZATIONS.
(9,2) PASSED 10-0-0**

Rules for use will be circulated with the new logos. The internal marketing department will oversee the use of the NATA logo.

Anabolic Steroids

The primary objective of NATA's public relations program is to maintain a positive public relations environment. The steroid issue has caught the attention of legislators and others. NATA has scheduled a conference call with representation from the secondary school, college and professional job settings to discuss potential responses to media stories. It was agreed NATA will respond on a case-by-case basis, keep members updated and distribute our performance enhancement official statement as required.

NATA may wish to strengthen the statement in its Media Guide. Currently the statement only says to avoid alcohol, cigarettes and performance enhancing supplements.

Correct Nomenclature

NATA commends Tom Abdenour, MA, ATC for advancing the use of the terms 'certified athletic trainer' and 'athletic trainer' by NATA members, by the media and in the professional sports arenas. Abdenour came up with the idea of circulating NATA bookmarks to encourage correct nomenclature.

Promoting Certified Athletic Trainers

NATA continues to work on the safety, occupational, workers' compensation, insurance and physician extender markets. The recent secondary school survey provided ideas to improve marketing of certified athletic trainers to this community. One example is to utilize ATCs to combat the obesity problem in the school population.

Legislative Update

The Governmental Affairs Committee continues to work toward obtaining licensure in California, Washington, Colorado, Kentucky, New Jersey, West Virginia, Utah and Arkansas. Efforts are on hold in Maryland, Michigan, Wyoming and Montana. There is some action in Alaska.

NATA is working on a new legislative toolkit.

NATIONAL LEGAL ISSUES

NATA has taken steps to address legal issues that have a national impact.

**VOTED: THE BOARD APPROVES THE CONCEPT OUTLINED BY STAFF FOR ADDRESSING LEGAL ISSUES. NATA WILL FORM A NATIONAL LEGAL COUNCIL COMPRISING THREE MEMBERS FROM THE LIME TEAM, THE FINANCE COMMITTEE CHAIR AND ONE ADDITIONAL BOARD MEMBER. COUNCIL RECOMMENDATIONS FOR FUNDING MAY GO FORWARD AFTER APPROVAL BY THE NATA PRESIDENT, AND WILL BE REPORTED TO THE BOARD ON THE NEXT BOARD CONFERENCE CALL OR MEETING. THE BOARD WILL ALLOCATE DOLLARS TO START A NATIONAL LEGAL FUND.
(6,7) PASSED 9-0-1 (District X abstained)**

Legal counsel Paul Genender remarked by adding the Legal Council and the PAC to NATA's LIME Team and existing legislative efforts NATA will be well prepared to face the future.

FINANCE COMMITTEE REPORT (continued)

Finance Committee Chair Sandy Miller thanked committee members Joe Iezzi, Marje Albohm, Barrie Steele and Chuck Kimmel for their commitment to the task. Miller commended Linda Tilley and Eve Becker-Doyle for their hard work.

Operating budget

Sandy Miller called on Eve Becker-Doyle to present the operating budget.

**VOTED: TO APPROVE THE 2005-2006 OPERATING BUDGET.
(6,8) PASSED 10-0-0**

The Finance Committee has planned and discussed over the past year a dues increase for 2006 for all membership categories except students. Historically dues increases have been considered every three years and must be approved by the districts. The Finance Committee recommends including an incentive to renew electronically because of the time and labor savings.

**VOTED: TO PRESENT A DUES INCREASE TO THE DISTRICTS FOR APPROVAL
OF \$10 FOR ONLINE PAYMENTS AND \$15 FOR NON-ONLINE
PAYMENTS.
(6,4) PASSED 10-0-0**

Capital budget

Eve Becker-Doyle reviewed the 2005-2006 capital budget.

**VOTED: TO APPROVE THE 2005-2006 CAPITAL BUDGET AS PRESENTED.
(6,1) PASSED 10-0-0**

President Kimmel extended his sincere thanks to the Investment Committee, the Finance Committee and staff for overseeing NATA's finances.

SELECT FINALIST CITIES FOR 2011-2012 CONVENTIONS

Staff reviewed bids from seven Midwest cities for the 2011 and 2012 conventions - Chicago, Dallas, Houston, Indianapolis, St Louis, New Orleans and San Antonio. Austin did not have enough hotel space and did not submit a bid.

Criteria for selection:

- Invite only those cities that meet NATA's convention center, accommodation and entertainment needs
- Convention center costs \$100,000 or lower.
- The hotel package includes hotels close to the convention center and reduced rates.
- The city has a downtown nightlife.

**VOTED: TO INVITE HOUSTON, INDIANAPOLIS AND ST LOUIS TO PRESENT BIDS
IN MAY 2004 FOR THE 2011 AND 2012 ANNUAL MEETINGS.
(6,4) PASSED 10-0-0**

DEFEAT THE HEAT

Over the past few years, NATA has partnered with Gatorade and National SafeKids on a public awareness program designed to educate parents and children about the importance of hydration and the dangers of heat illness. For 2005 SafeKids has decided not to participate in *Defeat the Heat*. NATA and Gatorade plan to continue with the program. In 2005, *Defeat the Heat* will focus on the results of Doug Casa's survey of hydration in youth soccer.

CONVENTION COMMITTEE **Community Service Projects**

District VIII director Andy Paulin reported suggestions from a couple of members to add a community service project to the annual meeting activities. The board felt it would be more appropriate for such projects to be approached at the state or district level.

Convention Honoraria Policy

Discussion with Convention Committee Chair Sandy Shultz revealed a couple of holes in the convention honoraria policy. For example, currently a non-member speaker would be reimbursed for travel while member speakers and honorary speakers would not.

Eve Becker-Doyle explained the revised convention honoraria policy which proposes NATA should not provide travel, hotel or expense reimbursement to a speaker who should already be at our convention or is a nonmember athletic trainer. This would include

- member ATCs
- retired certified members
- certified student members
- exhibitor ATCs
- corporate partners (normally exhibit)
- exhibitor but not a member
- international certified members or nonmembers
- nonmember ATCs

Although the policy was applied to other NATA continuing education events, that was not clearly indicated. Now the document states it covers all NATA education functions. Reimbursement for speakers whose presentations are filmed for sale to members is addressed. They will receive the customary \$300 honorarium, plus \$150 for a release stating NATA may reproduce and sell the presentation.

Conceptually, NATA would pay for travel, hotel and expense reimbursement for those who would not attend the NATA convention for their continuing education (such as physicians) and therefore would have no reason to attend our convention on their own.

**VOTED: TO ACCEPT THE REVISED POLICY, NOW CALLED MEETING
HONORARIA/COMPLIMENTARY REGISTRATION/EXPENSE POLICY.
(Appendix A)
(10,9) PASSED 10-0-0**

USA FOOTBALL

President Kimmel was contacted by Bill Walker, ATC from the University of Cincinnati. Walker shared information about USA Football and the HUDDLE 2004 conference. Chair of the Task Force on Age Specific Issues Keith Gorse, MEd, ATC is also enthusiastic about our affiliation and believes NATA could work cooperatively with USA Football.

**VOTED: TO FORM AN UNFUNDED LIAISON RELATIONSHIP WITH USA FOOTBALL. TO APPROVE BILL WALKER AS NATA'S LIAISON TO THE ORGANIZATION.
(2,5) PASSED 10-0-0**

POLICIES AND PROCEDURES MANUAL

Eve Becker-Doyle outlined proposed updates to the *Policies and Procedures Manual*. These included changes resulting from board action over the course of the year, adjustments to procedures to reflect current practice, and amendments made for clarity.

Three additional changes were proposed by board members:

- "Presentations will be made during open session" will be added to the new section entitled "Presidential Nomination Voting".
- The Finance and Investment Committees will be combined into one committee called the Finance Committee.
- The purpose, composition and duties of the Ethnic Diversity Advisory Committee and *Journal* Committee were reworded for clarity.

All changes were reviewed and approved by legal counsel.

**VOTED: TO ACCEPT THE RECOMMENDED CHANGES TO THE *POLICIES AND PROCEDURES MANUAL*.
(7,6) PASSED 10-0-0**

HONORS AND AWARDS COMMITTEE

Board members reviewed the high number of nominations for 2005. For example, there are 47 nominees for the Most Distinguished Athletic Trainer Award compared to 32 nominations for 2004.

The Honors and Awards Committee will be looking to the board of directors for feedback on candidates. Each board member will receive a list of nominees from his/her district and will be asked to comment on these nominees. This is only a small part of the overall scoring, but the committee feels feedback from the district director is important.

The new 40 year award approved by the board in June 2004 will be presented for the first time in 2005. This award is reserved for athletic trainers who have been actively and continuously engaged in the athletic training profession for 40 years or more who have not received any other NATA award.

President Kimmel extended the board's thanks to Honors and Awards chair Tom Abdenour and Special Projects Manager Rachael Oats.

RESEARCH AND EDUCATION FOUNDATION FUNDRAISER

The Foundation may consider a fundraising activity involving selling brick pavers. It is envisaged the pavers would be engraved with the names of donors and placed in a design around the new NATA flagpole at the national office. The board liked this idea.

FOUNDATION NIGHT AT 2005 CONVENTION

The Foundation's fundraising event at the Indianapolis convention will be a WNBA Indiana Fever game.

AMERICAN SKIN CANCER SOCIETY SKIN PROTECTION FEDERATION

Mike West, MS, ATC, NATA's liaison to the American Skin Cancer Society Skin Protection Federation has reported there has not been any conversation between the groups for some time. West suggests the board consider dissolving the liaison relationship.

**VOTED: TO DISCONTINUE THE LIAISON RELATIONSHIP BETWEEN NATA AND
THE AMERICAN SKIN CANCER SOCIETY SKIN PROTECTION
FEDERATION.**

(8,5) PASSED 10-0-0

UPDATE ON STAFF VOLUNTEER INVOLVEMENT

Teresa Foster Welch is president-elect of the Dallas Fort Worth Society of Association Executives. Eve Becker-Doyle has been appointed to the Research Committee of the American Society of Association Executives and serves as vice chair of the Executive Management Section Council.

ASSOCIATION TRENDS AWARDS

Association Trends recently announced the winners in the 2004 All-Media Contest.

NATA received four awards:

Scholarly/Technical/Scientific Journal: Bronze award

Journal of Athletic Training July-Sept 2004

Informational Video: Bronze award

"Certified Athletic Trainers as Physician Extenders"

Advertising Media Kit: Bronze award

NATA Marketing Kit

Membership Directory: Silver award

2004 Membership Directory

CONTINGENCY REQUESTS

The contingency balance stands at \$23,650 since there were no new requests for contingency funding.

BOARD MEETING LENGTH

At the time NATA has to contract for hotel space and room nights and work with airfare deadlines, staff and board members often don't know the full extent of the agenda for that meeting. President Kimmel stated he felt it was important to plan two full day meetings for off-convention board meetings, and he intended to continue that practice. That may result in some free time, but he wanted to ensure the time was available should it be needed.

ADJOURNMENT:

President Kimmel expressed his appreciation to the board, Paul Genender and staff and adjourned the meeting at 3.00 pm PT.