

**MINUTES**  
**NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**BOARD OF DIRECTORS MEETING**  
**PARK CITY, UTAH**  
**May 14, 2004**  
**JULIE MAX, MEd, ATC, PRESIDING**

**ROLL CALL:**

Julie Max, MEd, ATC	Paul Genender, Esq. <i>Legal Counsel</i>
Kathleen Laquale, PhD, ATC	Jeff Stone, MEd, ATC, LAT <i>District I Director-elect</i>
Joe Iezzi, ATC	Matt Webber, MA, L/AT, ATC <i>District VII Director-elect</i>
Charles Rozanski, MEd, ATC	R.T. Floyd, EdD, ATC <i>Director VIX director candidate</i>
Marjorie Albohm, MS, ATC/L	MaryBeth Horodyski, EdD, ATC/L <i>District IX director candidate</i>
Lynn Bott, MS, ATC	Keith Webster, MA, ATC <i>Chair, Governmental Affairs Committee</i>
Sandy Miller, MS Ed, ATC	Eve Becker-Doyle, CAE
Scott Linaker, MS, L/AT, ATC	Teresa Foster Welch, CAE
Andy Paulin, ATC	Lori Marker
Chuck Kimmel, ATC/L	Karen Peterson
Barrie Steele, MS, ATL, ATC	

**CALL TO ORDER:** President Max called the meeting to order at 8.32 am MT.  
Vice-president Sandy Miller reported all present.

**CONSENT AGENDA**

In order to streamline board meeting procedures, the board will utilize consent agendas. Consent agenda items are considered to be routine and non-controversial, with documentation provided to the board that is adequate and sufficient for approval without inquiry or discussion. The consent agenda is intended to minimize the time required for the handling of any non-controversial matters and permit additional time to be spent on more significant matters. Individual items on the consent agenda will be moved to the regular agenda upon request from any board member.

Upon request, the NATA bylaws item was moved from the consent agenda to the action agenda.

**VOTED: TO APPROVE THE CONSENT AGENDA AS MODIFIED.**

- A. Anaheim Marriott meetings:**
  - 1. Finance Committee – Thursday, December 9**
  - 2. Board meeting – Friday & Saturday, December 10 & 11**
- B. Pronouncements Committee**
  - 1. Approve two new topics**
    - a. Sports Nutritional Supplements**
    - b. Special Considerations for Physical Activity in the Mature Population**
  - 2. Approval of revised disclaimer for position statements**
    - a. Approval of Sport-Related Concussion Position Statement**

**C. ACSM's "Careers in Sports Medicine"**

- 1. Staff to review for current and accurate information**
- 2. Will try to include introductory graduate AT programs in document**

**(2,4) PASSED 10-0-0**

**BYLAWS**

A number of clerical changes to the NATA bylaws document, reviewed and approved by NATA legal counsel, were presented to the board. After some discussion, the board

**VOTED: TO ACCEPT THE PROPOSED CLERICAL CHANGES TO THE NATA BYLAWS.  
(7,6) PASSED 11-0-0**

The bylaws will be updated, marked "revised 5/04" and posted on the web site.

**LEGISLATIVE AFFAIRS**

**Lobbyist Selection**

At a January 2004 meeting of NATA and Board of Certification representatives, a recommendation was made to retain the services of a lobbying firm. Proposals from five lobbying firms were considered. Following the completion of finalist interviews, Governmental Affairs chair Keith Webster, MA, ATC reported the Lobbyist Selection Committee is recommending Capitol Associates, Inc. of Washington DC to represent NATA's interests in the legislative and regulatory arenas. Capitol Associates has secured CMS recognition for physician assistants, nurse practitioners and certified registered nurse anesthetists.

It is anticipated the cost will initially be funded from NATA's surplus. This will be confirmed during the board's May conference call to discuss surplus allocations. Lobbying services would become a line item on the annual budget in the future. A portion of the cost would be covered by the Public Relations budget. Members of the Lobbyist Selection Committee predict it will take three to five years for NATA to position certified athletic trainers as health care providers in all settings.

Rather than a fixed term contract, Legal Counsel Paul Genender recommended a letter of engagement stipulating an annual payment rate, with both parties having the option to end the relationship at any time. The letter would include a section addressing potential conflicts of interest.

*Keith Webster left the meeting at 9.45 am*

**VOTED: TO APPROVE CAPITOL ASSOCIATES, INC. TO PROVIDE LOBBYING SERVICES TO NATA.  
(2,5) PASSED 10-0-0**

### **Leadership Proposal**

Achieving strong, uniform athletic training legislation in all fifty states is one of NATA's top priorities. Teresa Foster Welch presented a leadership proposal outlining initiatives to

- increase staff support, utilizing a proactive approach to state issues.
- promote open and frequent communication and dialogue between key committee members, staff and experts to assist states with legislative issues, including strategizing, planning and ensuring a consistent message is disseminated.
- continue funding for the states, focusing on those that are unregulated or have regulation unfavorable to ATCs.

NATA will establish the Leadership, Information, Management and Education Team (LIME Team) to support states by providing expert testimony to legislative groups and to assist in the development of support information. Staff will prepare a packet of critical information for every state.

Currently NATA assists states by funding legislative grants. In addition, NATA will cover LIME Team costs.

NATA members will be informed of these new initiatives through

- Governmental Affairs Committee education session at the convention
- *NATA News* articles
- E-blasts

**VOTED: TO APPROVE MOVING FORWARD WITH THE NATA  
LEADERSHIP PROPOSAL AS PRESENTED.  
(4,6) PASSED 10-0-0**

### **LEGAL COUNSEL REMARKS**

Paul Genender Esq. reminded board members of their obligations as fiduciaries. He commented the appearance of anything that appears to be self-serving is often more important than any money that may be involved. Board members must be above reproach.

### **FINANCE COMMITTEE**

Committee chair Chuck Kimmel announced convention fees would increase in 2005. A dues increase is scheduled for 2006. It is expected the dues increase will be \$10 for members who renew on-line. Because of the additional processing costs, the increase is expected to be \$15 for renewing by mail, with the objective of encouraging members to update information and renew membership on the web site.

### **MEMBER SERVICE PROPOSALS**

#### **Mortgage Loan Affinity Program**

Director of Internal Marketing Larry Commons has been working with Merit Financial, Inc. on a member service proposal to provide mortgage financing nationwide at competitive rates. Members utilizing Merit Financial's convenient service would pay a flat fee of \$900 with no loan origination fee or points. NATA would receive \$200 on any closed member loan.

**VOTED: TO APPROVE THE HOME MORTGAGE LOAN AFFINITY  
PROGRAM PROPOSED BY MERIT FINANCIAL, INC.  
(6,1) PASSED 10-0-0**

Staff will send a report to the board summarizing the breakdown of revenue from affinity programs.

**Relocation Services Program**

At this point it appears Merit Financial's relocation services program has been designed with corporate executives in mind and does not appear applicable for most athletic trainers. It is also in part a referral service.

**OFFICIAL SPONSOR REPORT**

**Update**

In 1994, NATA established sponsor official product categories, set guidelines and established fees. Since that date, sponsorship revenue has more than doubled. NATA now has eleven sponsors. Teresa Foster Welch explained NATA is limited in the number of product categories it can offer and in the number of sponsorships it can sell. For NATA sponsorship to retain value, current sponsors must continue to receive value for their money.

NATA recently commissioned International Events Group (IEG), experts in sponsorship valuation, to evaluate NATA's sponsor contracts and relationships. IEG confirmed NATA is on track with its sponsorship program and providing value for cost.

**DeRoyal**

Teresa Foster Welch requested approval of DeRoyal, a medical supply company, as an official sponsor. She asked for some flexibility over the product category. The sponsorship review group is very comfortable with the company which is expanding into sports medicine supplies. DeRoyal offers a number of products which fit well including walking casts, knee bracing systems and finger splints.

**Shoe product category**

Staff would like to investigate a sponsor relationship with a major athletic footwear company such as Asics, Reebok, Nike, Adidas or New Balance. The board approved all these brands.

**VOTED: TO ACCEPT DEROYAL AS AN OFFICIAL SPONSOR OF THE  
NATA IN A CATEGORY TO BE DETERMINED.  
TO CREATE A SHOE PRODUCT SPONSORSHIP CATEGORY.  
TO PURSUE AN OFFICIAL SPONSOR OR OFFICIAL SUPPLIER  
SPONSORSHIP RELATIONSHIP WITH A MAJOR ATHLETIC  
FOOTWEAR COMPANY.  
(10,1) PASSED 10-0-0**

**WOMEN IN ATHLETIC TRAINING COMMITTEE**

WATC board liaison expressed the committee's thanks to the board for funding a one-year member-at-large position in June 2003 to assist with leadership development. Objectives for this position have been met and the committee does not require renewal of this position.

## **EDUCATION COUNCIL**

President Max expressed her respect for the vision of Education Council chair Dr. Chad Starkey, ATC and his leadership of the Education Council which has taken charge of positioning NATA as health care providers, both today and in the future.

### **Task force to investigate degree requirement**

Since implementing major educational change can take up to ten years, the Education Council Executive Committee has requested the board of directors appoint a task force to investigate making a masters degree the entry-level requirement for athletic training with a possible implementation timetable of 2014. The task force could be as many as ten people, including representation from the JRC-AT and the NATA Board of Certification. It is expected the task force would take two years to complete its research and would require funding for 6-8 NATA members meeting three times a year (once at the annual meeting). The JRC-AT and the BOC would fund their representatives.

The ECEC feels NATA must move its educational programs forward to maintain its competitive advantage in the marketplace.

**VOTED: TO CREATE A TASK FORCE TO INVESTIGATE MAKING A MASTERS DEGREE THE ENTRY LEVEL REQUIREMENT FOR ATHLETIC TRAINING.  
(2,5) PASSED 10-0-0**

### **On-line education journal**

The board considered a proposal from Graduate Education Committee chair Dr. Ken Knight, ATC for the creation of an on-line journal to provide an additional venue for athletic training education scholars to be published. There is no intention to compete with the *Journal of Athletic Training* or the *NATA News*. Incoming *Journal* editor Dr. Chris Ingersoll supports the proposal so long it does not divert funds from the *Journal*.

Dr. Knight envisages the on-line journal would require an editor and two or three associate editors. It would be published quarterly. He estimates a one-time set up cost of \$1,000 and an ongoing cost of \$1,500 per year. The ECEC will include these amounts in its fall budget request.

The domain name ATedu.org is currently owned by Dr. Knight. The board would like to explore transfer of the name to NATA.

**VOTED: TO APPROVE THE PROPOSAL TO ESTABLISH AN ON-LINE EDUCATION JOURNAL.  
(6,4) PASSED 10-0-0**

### **ELEC student member**

The Entry Level Education Committee has two committee member vacancies. The ELEC wishes to appoint a student member to one of the positions.

**VOTED: TO APPROVE THE APPOINTMENT OF A STUDENT MEMBER TO THE ENTRY-LEVEL EDUCATION COMMITTEE FOR A TWO-YEAR NON-RENEWABLE TERM. TO AMEND THE *POLICIES AND PROCEDURES MANUAL* TO REFLECT THE CHANGE IN COMMITTEE COMPOSITION.  
(9,8) PASSED 9-0-0 (District II absent)**

## **TASK FORCE ON AGE SPECIFIC ISSUES**

### ***Commotio Cordis***

Since 1998, the deaths of more than 70 children (ages 4-18) have been attributed to *Commotio Cordis*. *Commotio Cordis* is caused by a blow to the chest, directly over the heart, which occurs between heart contractions. The blunt force causes a lethal abnormal heart rhythm.

In an effort to educate the public about the potential risks physically active youth can face, the Task Force on Age-Specific Issues has developed an official statement to alert athletic trainers, coaches, parents and the general public to the dangers of *Commotio Cordis*. The statement recommends a number of proactive steps to protect athletes.

**VOTED: TO APPROVE THE OFFICIAL STATEMENT ON COMMOTIO  
CORDIS DEVELOPED BY THE TASK FORCE ON AGE-  
SPECIFIC ISSUES, WITH THE ADDITION OF AN OFFICIAL  
DISCLAIMER.  
(2,4) PASSED 10-0-0**

The statement will be posted on the NATA website. It will be promoted through press releases, in the *NATA News* and in e-mail blasts to members.

### **National Center for Sports Safety**

To raise the national standards of coaches responsible for the safety and well-being of millions of young athletes, the National Center for Sports Safety (NCSS), in conjunction with NATA, launched P.R.E.P.A.R.E. in March 2004. P.R.E.P.A.R.E. is a comprehensive, online sports safety course for coaches, particularly volunteer moms and dads, who need basic sports safety education. The course, which is available online at [www.SportsSafety.org](http://www.SportsSafety.org), costs \$28 and takes approximately three hours to complete.

The Task Force on Age Specific Issues held several conference calls in its first year of operation and will meet during the Baltimore Convention. The board accepted a recommendation for the task force to continue for another year, after which time it may fit better within the Public Relations area. *(Later in the meeting, \$1,000 in contingency funds was allocated to fund task force conference calls and related expense for the '04-'05 fiscal year.)*

## **STATUS OF 2008 CONVENTION**

The initial Minneapolis 2008 Convention proposal included a new hotel which has not eventuated. Without this hotel, Minneapolis is unable to satisfy NATA's current or future rooming requirements. Attempts to find a solution have been unsuccessful. Accordingly NATA needs to find a new location for the 2008 convention. Requests for proposals for the 2008 convention will be included in the bid cycle for 2010 and 2011, all central locations.

## **APPROPRIATE MEDICAL CARE FOR SECONDARY SCHOOL-AGE ATHLETES TASK FORCE**

The Appropriate Medical Care for Secondary School-Age Athletes Task Force has completed a scientific monograph supporting the recommendations set forth in the AMCSSAA consensus statement for the prevention, care and appropriate management of athletic-related injury and illnesses specific to the secondary school-aged individual. The document has undergone external review. Board liaison Scott Linaker expressed thanks on behalf of the task force to Tamara Valovich McLeod who edited the document, and NATA staff Ashley Dixon Burns and Rachael Oats. The task force has asked the board to review and approve the monograph.

- VOTED:**
- 1. TO APPROVE THE AMCSSAA MONOGRAPH AS PRESENTED TO THE BOARD (SUBJECT TO MINOR EDITS STILL BEING FINALIZED).**
  - 2. TO INVESTIGATE WHETHER TO PUBLISH THE MONOGRAPH OR MAKE IT AVAILABLE ON THE NATA WEBSITE.**
  - 3. TO EXTEND THE SINCERE APPRECIATION OF THE BOARD TO THE AMCSSAA TASK FORCE FOR COMPLETING ITS MISSION.**
  - 4. TO DISBAND THE TASK FORCE.**
  - 5. TO DIRECT STAFF TO EXTRACT THE ELEVEN CONSENSUS STATEMENTS FROM THE MONOGRAPH AND DEVELOP A SHORT MARKETING PIECE OUTLINING HOW ORGANIZATIONS CAN ACHIEVE COMPLIANCE WITH THE CONSENSUS STATEMENT.**
- (5,4) PASSED 10-0-0**

A small working group of selected members will be asked to give input prior to the marketing piece's release.

## **NATIONAL ACADEMY OF SPORTS MEDICINE**

NATA's agreement with the National Academy of Sports Medicine involves a commitment to assist NASM to address both the certified and student populations at district meetings. NASM is already presenting at districts 1, 2, 4 and 6. NASM is aware that each district has its own speaker honoraria and expense policies and is willing to work with each district to reach a mutually agreeable arrangement. Staff will circulate information to district meeting planners regarding NASM topics and program options so plans may be made for NASM to present at the next round of district meetings.

## **ACSM JOINT POSITION STANDS**

NATA liaison to the American College of Sports Medicine has suggested NATA consider joint position stands with the ACSM. Pronouncements Committee chair Doug Casa, PhD, ATC is in favor of the proposal, which will be discussed at the next meeting of the Pronouncements Committee.

## **INTERNATIONAL COMMITTEE**

The International Committee is investigating working with NFL Europe to convene a small educational conference in Frankfurt, Germany to assist ATCs overseas to obtain CEUs.

The conference would involve a partnership with Health South for the use of its facility and would be at minimal or no cost to NATA. CEC chair Peg Houglum has been consulted and supports bringing education to overseas ATCs.

### **ATC TRADEMARK ISSUES**

#### **collegeatc.org**

The College Athletic Trainers' Society is using the website address collegeatc.org. Legal counsel Paul Genender advised NATA and the BOC to protect the ATC trademark vigorously and consistently, regardless of the user.

#### **atcinfo.net**

Following communication with the Board of Certification, the website using the address atcinfo.net has changed its address to atinfo.net.

**VOTED: THE BOARD OF DIRECTORS STRONGLY SUPPORTS  
PROTECTING THE ATC TRADEMARK, INCLUDING FILING  
SUIT IF NECESSARY.  
(7,5) PASSED 10-0-0**

### **STATUS OF BOARD LIAISON ASSIGNMENTS**

Once District IX's incoming director is announced on May 24, president-elect Chuck Kimmel ATC/L will announce the 2004/2005 board liaison assignments.

*(Subsequently R.T. Floyd was elected incoming director for District IX. The board liaison assignments were circulated on May 25.)*

### **LEGISLATIVE VISITS DURING BALTIMORE CONVENTION**

Suggestions from volunteers Mary Kirkland, Michael Doyle and Pat Sexton prompted a plan to capitalize on our proximity to Washington DC while we're at the Baltimore convention. NATA is sponsoring "Hit the Hill Day" – a unique opportunity to meet with Federal representatives and legislators, and promote NATA and the role of athletic trainers as unique health care providers. NATA will provide bus transportation for those who register their intent to attend. Advance materials will be provided to ensure members have correct, up-to-date information and are well prepared to respond to questions from legislators. Capitol Associates, Inc. will assist with preparations.

### **NATIONAL STRENGTH AND CONDITIONING ASSOCIATION**

NATA liaison to the National Strength and Conditioning Association expressed concern NATA's agreement with the National Academy of Sports Medicine might adversely affect the number of athletic trainers who sit for the Certification Commission's CSCS exam. This is possible.

### **NCAA FOOTBALL RULES COMMITTEE**

Timothy Neal, MS, ATC, NATA liaison to the NCAA Football Rules Committee, has suggested NATA might assist the NCAA Football Rules Committee to implement new football rules in a more timely manner. The board of directors agrees faster implementation of rule changes would be desirable, but believed applying pressure to the NCAA would be ineffective and counterproductive.

## **HONORS & AWARDS COMMITTEE**

### **Increase minimum Hall of Fame requirement**

The Honors and Awards Committee recommends the minimum Hall of Fame requirement be increased from 25 to 30 years certified. The committee feels the increase will reinforce the Hall of Fame award as a career pinnacle achievement. Board members were reluctant to support this recommendation, discussing raising the points standard, rather than increasing the minimum requirement for years certified. Staff will provide statistics showing the potential number of candidates eligible for consideration for the Hall of Fame award under current requirements over the next five years. The board will reconsider the recommendation when this information is provided.

### **Increase Hall of Fame special consideration from 30 to 35 years certified**

Contingent upon board approval of the committee's first recommendation (above), the Honors and Awards Committee recommends increasing Hall of Fame special consideration criterion from 30 to 35 years certified.

### **Recognition for 40 year award recipient**

The board approved the new 40 Year award in December 2003, to recognize certified athletic trainers whose careers have spanned 40 years and whose employment setting may have prevented their involvement in other areas. Suggestions for appropriate recognition were considered. The board asked for more information about different types of recognition and pricing and will look at funding requests in December at budget time.

## **COLLEGE/UNIVERSITY ATHLETIC TRAINERS' COMMITTEE**

The College/University Athletic Trainer's Committee requests board approval to schedule its mid-year meeting in conjunction with the American Football Coaches Association meeting. This will provide an opportunity for the CUATC to network with the AFCA board and membership, and to maintain and strengthen NATA's relationship with this influential group.

**VOTED: THE BOARD APPROVES THE COLLEGE/UNIVERSITY  
ATHLETIC TRAINERS' COMMITTEE REQUEST TO  
PIGGYBACK ITS MID-YEAR MEETING TO THE AMERICAN  
FOOTBALL COACHES ASSOCIATION MEETING.  
(6,5) PASSED 10-0-0**

## **DISTRICT BUSINESS**

### **District I**

The Executive Council has selected Tim Weston as the District I representative on the District Secretaries/Treasurers Committee.

### **District II**

Michael Goldenberg replaces Jim Thornton as District Secretaries/Treasurers Committee Chair in June. The director election will be held in the Fall.

### **District III**

The District III annual meeting will be held May 21-23 at Virginia Beach. The website has been redesigned. Maryland and West Virginia are fighting hard for licensure.

#### **District IV**

President-elect is Katie Grove. Ralph Reiff is Host Committee chair for the NATA 2005 Convention in Minneapolis.

#### **District V**

The District V annual meeting will be held in Topeka, Kansas in March 2005. Presidential elections will be held in 2005. Current president Terry Noonan will automatically become district director at the end of Lynn Bott's term in June 2005.

#### **District VI**

SWATA's 50<sup>th</sup> anniversary convention is scheduled for July 15-18, 2004 in Arlington, Texas.

#### **District VII**

District VII is sending monthly e-blasts to members. District dues have been increased by \$25.00 for certified and associate members; student dues remain the same. At the same time, registration fees for the annual meeting decreased by \$20.00. The annual meeting will be held April 14-17, 2005 in Arizona. Attendees will earn a minimum of 25 CEUs. Future annual meeting locations will rotate between Phoenix, Salt Lake and Denver. The district plans to offer CPR certification and recertification every year. Annual meeting proceedings will be available on a CD in future.

#### **District VIII**

The new District VIII SSATC chair is Cindy Clivio from Hawaii. The new Convention chair is David Ramirez. District VIII's convention will be held in Hawaii July 8-12. The 2005 convention will be held in Sacramento, California in April.

#### **District IX**

Vice President elected – Kelli Sabiston has been elected vice-president. A special election is being held to determine the director-elect. *(Since this meeting, R.T. Floyd has been named District IX director-elect.)*

#### **District X**

Montana and Washington are continuing legislative efforts – thanks to the national office for assistance received. The 2005 annual meeting will be held March 18-20 in Spokane, Washington.

### **CONTINUING EDUCATION COMMITTEE**

#### **Recording CEUs**

The CEU form has been revised to include a statement advising the member when reporting CEUs, it is his/her ethical responsibility to deduct any hours he/she didn't attend clinical sessions.

**ADJOURNMENT:** The meeting was adjourned at 3.30 pm MT.

**MINUTES**  
**NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**BOARD OF DIRECTORS MEETING**  
**PARK CITY, UTAH**  
**May 15, 2004**  
**JULIE MAX, MEd, ATC, PRESIDING**

**ROLL CALL:** The following were present:

Julie Max, MEd, ATC	Jeff Stone, MEd, ATC, LAT <i>District I Director-elect</i>
Kathleen Laquale, PhD, ATC	Matt Webber, MA, ATC <i>District VII Director-elect</i>
Joe Iezzi, ATC	R.T. Floyd, EdD, ATC <i>Director IX director candidate</i>
Charles Rozanski, ATC	MaryBeth Horodyski, EdD, ATC/L <i>District IX director candidate</i>
Marjorie Albohm, MS, ATC/L	Richard Ray, EdD, ATC <i>Nomenclature Task Force Chair</i>
Lynn Bott, MS, ATC	Eve Becker-Doyle, CAE
Sandy Miller, MS Ed, ATC	Teresa Foster Welch, CAE
Scott Linaker, MS, L/AT, ATC	Lori Marker
Andy Paulin, ATC	Cate Brennan Lisak
Chuck Kimmel, ATC	Karen Peterson
Barrie Steele, MS, ATL, ATC	

**CALL TO ORDER:** President Max called the meeting to order at 8.32 am MT.

**NOMENCLATURE TASK FORCE**

The name of the profession has been an issue for many years with a significant percentage of the membership concerned that "athletic trainer" no longer accurately describes the functions athletic trainers perform, or the clients they serve. The Nomenclature Task Force was established in May 2003 to investigate the ramifications of a name change and to recommend to the Board whether a name change should be implemented.

Chair Rich Ray, EdD, ATC reported task force members investigated the likely operational, strategic and financial impact of a name change on a number of areas, including:

- Legal implications, including state credentialing laws
- Member perceptions and internal marketing efforts
- Corporate sponsor perceptions
- Committee leadership perceptions
- Hall of Fame member perceptions
- *Journal of Athletic Training*
- Liaison health care organizations and associations
- Public relations
- Reimbursement
- Academic programs
- NATA Board of Certification
- NATA Research and Education Foundation

The task force does not recommend changing the name of the profession at this time. The task force recognized “athletic trainer” and “athletic training” do not adequately convey the scope of our members’ practice, but the risks and costs associated with a name change were judged to be too substantial compared with the benefits that may or may not materialize from a change.

### Summary Recommendations

Rather than changing the name of the profession, the task force advocates

1. Spending the money that would be needed to implement a name change, on enhancing the association’s public relations effort.
2. Establishing a mechanism to ensure that every time “athletic training” or “athletic trainer” is used improperly in the media and other public sources, a corrective action is implemented.
3. The task force encourages the board of directors to consider whether the time has come to eliminate references to the specific kinds of clients we serve.

Rich Ray expressed his sincere thanks to task force members and staff for their hard work establishing an understanding of the factors involved, and to the board for allowing him the opportunity to communicate with and serve the membership of the NATA.

**VOTED: THE BOARD APPROVES THE NOMENCLATURE TASK FORCE REPORT AS PRESENTED, AND WILL NOT CHANGE THE NAME OF THE PROFESSION AT THIS TIME. THE BOARD THANKS NOMENCLATURE TASK FORCE MEMBERS FOR THEIR EXCELLENT AND TIMELY WORK, AND DISBANDS THE TASK FORCE.  
(2,8) PASSED 10-0-0**

A membership awareness plan has been prepared to inform the membership of the conclusion of the task force report.

- The main points will be covered in the next e-blast
- Talking points have been prepared
- A summary will be presented at the fireside chat in Baltimore
- An article will be published in the *NATA News*

*Richard Ray left the meeting at 9.30 am.*

### EXTERNAL MARKETING

External Marketing Director Cate Brennan Lisak presented a report on departmental activities in External Marketing and Public Relations (Appendix I & II).

### **Allied Health Professions Reinvestment Act**

NATA has signed on to the Act and is promoting it. This is an opportunity for the NATA to position itself more strongly with the allied health community.

### PUBLIC RELATIONS COMMITTEE

The Public Relations Committee requests board approval of the establishment of an NATA Lifesaver Recognition Program. Each member involved in saving a life will receive a letter from the Executive Director and President and a certificate of recognition. A short story detailing the event would be published in the *NATA News*.

**VOTED: TO APPROVE THE PUBLIC RELATIONS COMMITTEE  
PROPOSAL TO ESTABLISH THE NATA LIFESAVER  
RECOGNITION PROGRAM.  
(6,5) PASSED 10-0-0**

The Public Relations Committee will finalize the details and implement the program during the Baltimore Convention.

**LIAISON REVIEW PROJECT**

A review of the role and responsibilities of NATA liaisons, following the October 2003 CMS "incident to" action, indicates liaisons need to be more effective in expediting critical coalition building and requests for assistance to external liaison groups. It is crucial NATA better utilizes its liaisons in the future as governmental affairs initiatives and third party reimbursement are pursued. Liaisons must re-commit to taking leadership roles on a broader range of issues important to NATA, including traditional scientific and health care, legislative, reimbursement, public health and physical activity issues.

The existing guidelines in the *NATA Policies and Procedures Manual* are appropriate and comprehensive for both funded and unfunded liaisons.

**Recommendations**

- Job-Specific Training: A training session should be held for liaisons at each Annual Meeting. The first one is scheduled for the 2004 Annual Meeting in Baltimore.
- Communication: A bi-monthly or quarterly e-mail/snail mail should be sent to liaisons. Liaisons will automatically be added to the new Watchdog Group because information sent to the Watchdog Group is relevant to liaisons.
- Staff assignments: To assist the liaisons in their work, each will be assigned a staff member who will help the liaisons meet their job requirements. Staff assignments will be made by the Executive Director and Assistant Executive Director.
- Networking: Informal networking at district and annual meetings should be facilitated by NATA leadership.
- Staff will develop a "How To" handout so liaisons can meet liaison job requirements.
- Recruit liaisons who have a personal and professional interest in a particular group.
- Develop new alliances with associations and groups that would assist NATA in its emerging markets and with consensus statements and projects related to health care for physically active people.

**FOX 5 NEWS CLIPS**

The board viewed Fox 5 investigative reports on unlicensed ATC s practicing in the high school setting in Atlanta, Georgia. The reports exposed a loophole in the existing law which has now been closed.

**HOUSING UPDATE FOR 2004 BALTIMORE CONVENTION**

Baltimore has presented a number of challenges, particularly in respect to housing. Three new hotels have been added with one additional hotel to be confirmed. A new option on the housing form is a hotel in the suburbs, with no shuttle service, at low rates.

Lori Marker commented NATA has outgrown Baltimore for the future unless new downtown hotels are added.

**VOTE ON CONTINGENCY REQUESTS**

**VOTED: TO ALLOCATE \$1,000 TO THE TASK FORCE ON AGE  
SPECIFIC ISSUES FROM THE CONTINGENCY FUND  
BALANCE OF \$40,000, LEAVING A BALANCE OF \$39,000.  
(9, 6) PASSED 10-0-0**

**BOARD CONFERENCE CALL**

The board conference call to discuss surplus allocations will take place on Thursday, May 27 at 1.00 pm CST

**ADJOURNMENT:** President Max expressed her sincere thanks to board members and staff for their diligence and hard work preparing for the board meeting, and for the significant, long range decisions that they made.

The meeting was adjourned at 12.20pm MT.