

DRAFT NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
Board of Directors Minutes
Dallas, TX
January 26, 2013

Directors

Jim Thornton, MS, ATC, CES
Paul Ullucci, DSc, ATC, PT, SCS
Michael Goldenberg, MS, ATC
Martin Baker, MS, ATC
Julie Rochester, EdD, ATC, LAT
Eric McDonnell, MEd, ATC, LAT
Kathy Dieringer, EdD, ATC, LAT
Bart Peterson, MSS, ATC
Scott Sailor, EdD, ATC
MaryBeth Horodyski, EdD, ATC, LAT
Russ Richardson, EdD, ATC
Incoming Director
Cari Wood, ATC, *incoming D10 director*

Staff

David Saddler
Cate Brennan, MBA, CAE
John Honaman, CFRE
Kathy Crelly
Lori Marker, CMP
Kelly Carlin
Kandy Cefoldo
Ruth Riggan

Guests

Susan McGowan, PhD, ATC, EMT, President BOC
Micki Cuppett, EdD, ATC, President CAATE
R.T. Floyd, EdD, ATC, President-elect NATA Foundation
Rachael Oats, CAE, Director NATA Foundation
Mark Smaha, MS, ATC
Clark Simpson, MBA, MEd, LAT, ATC
Jack Weakley, representing Johnson & Johnson
Ben Borsellino, representing Johnson & Johnson

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CALL TO ORDER

President Thornton called the meeting to order at 12:50 p.m. Ten of the ten voting members were present. The requirements for a quorum were met.

OPENING REMARKS

President Thornton welcomed the board members, staff and strategic partners to the meeting and congratulated R.T. Floyd on being named the NATA Foundation's incoming president.

ANTITRUST GUIDELINES

David Saddler referenced the antitrust statement provided to the board of directors prior to the meeting.

**VOTED: TO ACKNOWLEDGE THE GUIDELINES IN THE NATA ANTITRUST STATEMENT.
(7, 5) PASSED 10-0-0**

CONTINGENCY ACCOUNT

Saddler reported a balance of \$1,800 in the board contingency fund and reviewed the procedure for logging contingency requests.

FINANCE COMMITTEE REPORT

Off-Convention Joint Committee Meeting

Treasurer Ullucci began the Finance Committee report by highlighting a significant change to the next budget. The committee proposed an off-convention joint committee meeting to be held in conjunction or close proximity with the January board meeting. This will enhance synergy and communication between committees and workgroups and encourage committees to plan and work strategically. CEC, CEPAT, CUATC, CPC, COR, DST, ECE, EDAC, NATSC, SSATC, PR, YPC will participate every year, while other committees can submit proposals to attend. This meeting is included in the proposed budget.

2013-14 Operating Budget

Treasurer Ullucci thanked the Finance Committee and staff for the work put into the budget. He expressed confidence that the proposed budget would maintain NATA's financial security while enhancing our ability to act nimbly and strategically. He reviewed key changes and additions to the budget, including a \$50,000 board discretionary fund for unanticipated strategic opportunities, in addition to the standard \$20,000 contingency fund.

**VOTED: TO APPROVE THE FY2013-2014 BUDGET AS PRESENTED.
(7, 10) PASSED 10-0-0**

Current Financial Position

Saddler reported that NATA is in good financial shape. Through November, NATA is slightly behind on income, but expenses are under budget by roughly 10%.

2013-14 Capital Budget

Treasurer Ullucci explained the capital expenses for the new building, noting that expenses for building relocation and renovation will be depreciated according to the appropriate schedule.

**VOTED: TO APPROVE THE FY2013-2014 CAPITAL BUDGET AS PRESENTED.
(7, 10) PASSED 10-0-0**

Investment Firm Review

The Finance Committee recommended renewing the contract with NATA's current investment firm. NATA's investment strategy, specifically the requirements for bonds and fixed income, will be reinvestigated. Our investment counselor has agreed to update the board annually in person on our position.

NATA Building Update

President Thornton thanked Saddler for his hard work and success on the building purchase. Saddler presented pictures and information on the new building. He indicated NATA received good value for the old building in the sale and obtained the new one at a below-market price by many indications. The new building will be safer and more efficient, and will give NATA tenant income from the beginning.

NATA FOUNDATION

Rachael Oats thanked the board for their support of the Foundation, which has enabled it to improve its financial position and increase grants and scholarships. Changes recommended by the audit firm have caused some variance in the

Foundation's financials. However, the year-to-date financial position is a very good one. Directors McDonnell and Rochester requested more information on the state and district donations. Oats stated that the Foundation is working on a more accurate way of recording that information, which is difficult because the Foundation runs on a different fiscal year than most state and district organizations. The Foundation is also working on getting a representative at each state meeting to improve communication, increase individual and state donations, and show its value to all members. Oats thanked the board for their support of the Quiz Bowl and the time at district meetings given to the Foundation.

The Foundation is currently accepting scholarship applications. 530 abstracts were submitted for research grants, and 343 were accepted. The Foundation is working with NATA Knowledge Initiatives to host posters online as resources and continuing education opportunities. The Foundation is also continuing to develop the idea of a research summit to set a research agenda for the profession. President Mark Hoffman is working with Oats to write a concept paper. The goal is to meet in June and October.

JOHNSON & JOHNSON

Jack Weakley thanked the board for inviting him and for NATA's good relationship with Johnson & Johnson. He wished Saddler luck in his role as interim executive director. He expressed appreciation for NATA's re-emphasis on the historical AT setting. Weakley stated he looked forward to renewing the contract with NATA. Ben Borsellino echoed his comments and expressed appreciation for NATA's help during J&J's time of transition. President Thornton and Saddler thanked them for their support of the profession.

CLINICAL AND EMERGING PRACTICES ATHLETIC TRAINERS COMMITTEE (CEPAT)

Director Dieringer reviewed a new document, a business case for the AT as physician extender. This is the first of many resources to help members enter and succeed in the emerging settings. The committee is also working on online resources to help students find clinical rotations in emerging settings. CAATE president Micki Cuppett noted that it is important to clearly differentiate between clinical rotations and internships.

ATTORNEY REVIEW

Saddler stated that our current attorney provides outstanding services. Venable's resources and advice during the building purchase process were particularly helpful. Saddler recommended bypassing the review process as has been done in the past, since the relationship is going so well.

**VOTED: TO RENEW OUR CONTRACT WITH VENABLE, OUR CURRENT ATTORNEY.
(1, 7) PASSED 10-0-0**

NOMENCLATURE WORKGROUP 2012

Director Richardson thanked staff for their support of the nomenclature process. He stated the investigation had revealed a lot of progress related to name identity. NATA's internal consultants, strategic partners, and most committees and member groups are against a change. The main concern is impact on state legislation. The workgroup's conclusion is that there is no significantly better name currently available, and that because of the danger of damaging momentum in public relations, the possible benefits of a name change do not exceed the cost, effort and disadvantages. Richardson reviewed the strategies recommended by the workgroup. He stated it is important to move on and that continuing to revisit the issue is not an effective use of the association's resources.

**VOTED: TO APPROVE THE NOMENCLATURE 2012 RECOMMENDATIONS AND MOVE FORWARD WITH
IMPLEMENTATION OF SUGGESTED STRATEGIES.
(1, 6) PASSED 10-0-0**

ATHLETIC TRAINING EDUCATION JOURNAL (ATEJ) EDITOR

**VOTED: TO APPROVE KIMBERLY PEER AS INCOMING EDITOR-IN-CHIEF OF THE ATHLETIC TRAINING EDUCATION
JOURNAL.
(4, 3) PASSED 10-0-0**

ASSOCIATION BENCHMARKING

Saddler reviewed benchmarking data from ASAE. Overall, NATA compares favorably with associations of similar size. ASAE has not updated all of the benchmarking areas, so there will be more data to come. Director Richardson suggested publicizing this information in *NATA News* and at district meetings.

STATE DUES ALLOCATIONS GUIDELINES

Several states have requested the ability to charge unique fees in their district allocations. DST and SAAC have developed guidelines for this process. States will have to communicate with their district treasurers by June 15 if they want to raise their allocations. It is important that states understand they may lose members if they raise their allocations at the same time national dues are increased, and a membership and revenue loss could have an impact on the resources NATA is able to provide to states. The lack of a mechanism for raising dues in many states' bylaws is also an issue. The board wanted the states to be educated on the history of the dues sharing process and the impact of a dues increase.

**VOTED: TO APPROVE THE STATE ALLOCATIONS GUIDELINES PROPOSED BY THE DST STATE ALLOCATIONS SUBCOMMITTEE.
(7, 4) PASSED 9-1-0 (NO 10)**

MEMBERSHIP STATISTICS

NATA's current renewal rate is lower than it was at this time last year, but total numbers are up. Overall the report is good, but staff is still working to increase renewals before upcoming deadlines. One good indication is the retention of more career starter members.

2013 PROGRAM REVIEW AND PLAN OF WORK

Saddler reviewed the program review, plan of work and staff priorities for the coming year. Honaman noted that staff is holding off on the JATO partnership so that the logo does not have to be registered twice. The board requested more information on how these strategies line up with the nomenclature recommendations.

COMMISSION ON ACCREDITATION OF ATHLETIC TRAINING EDUCATION (CAATE)

CAATE president Micki Cuppett thanked the board and staff for including CAATE at ATEC. She felt that communication between CAATE and its stakeholders is improving. Cuppett reviewed current initiatives, including a site visitor workshop; projects to improve communication among clinicians, preceptors and educators; the addition of post-professional accreditation; standards revision; new uses of automation and technology; and improved data exchange with the BOC.

BOARD OF CERTIFICATION (BOC)

BOC president Susan McGowan thanked the board for inviting the BOC. She agreed communication and coordination between the organizations has been excellent. The BOC is working on a facility standards document, has launched a more user-friendly website, and will focus on strategic planning at its upcoming meeting.

Director Baker asked whether the number of future ATs was trending up or down. Cuppett stated it would probably stay about the same, although there was not enough data to be sure. She added if demand for ATs suddenly increases, the current programs should have enough capacity to meet it.

ADJOURN

President Thornton adjourned the meeting at 4:57 p.m.

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January 27, 2013

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Amy Callender
Jordan Grantham
Dylan Orrell
Kandy Cefoldo
Ruth Riggan

Guests

Susan McGowan, PhD, ATC, EMT, President BOC
Micki Cuppett, EdD, ATC, President CAATE
R.T. Floyd, EdD, ATC, President-elect NATA Foundation
Rachael Oats, CAE, Director NATA Foundation
Clark Simpson, MBA, MEd, LAT, ATC

CALL TO ORDER

President Thornton called the meeting to order at 8:01 a.m. Ten of the ten voting members were present. The requirements for a quorum were met.

CLOSED SESSION

The board went into a closed session, followed by an executive session, and was called to order again at 11:00 a.m.

VISION QUEST

Vision Quest 1: Scope of practice and appropriate terminology

The workgroup has reviewed and revised the definition of AT. The board discussed extensively the audience and purpose of the definition, and whether or not to include "physical activity" or the variety of individuals treated by ATs.

**VOTED: TO APPROVE THE DEFINITION OF ATHLETIC TRAINING AS REVISED:
ATHLETIC TRAINERS (ATS) ARE HEALTH CARE PROFESSIONALS WHO COLLABORATE WITH PHYSICIANS.
THE SERVICES PROVIDED BY ATs COMPRISE PREVENTION, EMERGENCY CARE, CLINICAL DIAGNOSIS,
THERAPEUTIC INTERVENTION AND REHABILITATION OF INJURIES AND MEDICAL CONDITIONS.
(10, 9) PASSED 10-0-0**

Vision Quest 3: Practice, position, employment and reimbursement

The college/university value model is in the final stages and will be released soon. The secondary school subgroup is beginning work on a value model for that setting. The corporate health subgroup is working on a business case and collaborating with CEC on a certificate. The workgroup is still planning to develop an AT directory with CEPAT.

STRATEGIC PLAN

President Thornton stated he believed a study of Vision Quest and how it relates to a renewed NATA strategic plan would take place soon.

INTEGRATED EXTERNAL MARKETING & PUBLIC RELATIONS STRATEGIES

Cate Brennan reviewed NATA's external marketing and public relations strategies, including legislative advocacy and research, marketing key areas, reimbursement and revenue, and public relations. She discussed the progress made on NATA's master strategy, Achieving Appropriate Medical Care for Secondary School Athletes, and the National Action Plan for Sports Safety, which will be taken to Capitol Hill at the beginning of February. NATA is doing a great deal of work on reimbursement, but the ATEAM bill is being retooled due to health care reform and cost of the bill to Medicare.

PUBLIC-ORIENTED WEBSITE FOR BRANDING AND ADVOCACY

Amy Callender presented the external micro-site, which will be made public before the summit. Currently the information available is focused on athlete safety and on a comprehensive health care system for youth athletes. The site will have information about ATs, including a link to the Day in the Life videos and advocacy videos created by YSSA members. It will include a legislative action center, a contact page, and links back to NATA.

WELLS FARGO PARTNERSHIP AND SPONSORSHIP PROPOSAL

Clark Simpson presented a partnership opportunity with Wells Fargo for the Play It Safe Concussion Care program, which includes ImPACT Concussion Management. He reviewed the background, objectives, outcomes and timeline of the proposal and answered questions from the board.

**VOTED: TO APPROVE THE WELLS FARGO PARTNERSHIP AND SPONSORSHIP PROPOSAL.
(1, 3) PASSED 10-0-0**

STRATEGIC BUSINESS DEVELOPMENT PLAN FOR THIRD-PARTY PAYER MODEL

Simpson presented a strategy for business development for the third-party payer model. The goal of the proposed plan is to increase brand awareness and implement a pilot program, which will offer leadership assistance to select states—those with favorable practice acts—by creating an agency of professional AT business consultants. Clark Simpson reviewed the plan's metrics, timeline, and potential budget.

**VOTED: TO APPROVE THE STRATEGIC BUSINESS DEVELOPMENT PLAN FOR THIRD-PARTY PAYER MODEL IN CONCEPT AND ALLOW THE WORK TO CONTINUE TO EVOLVE WITH DEDICATED FACE-TO-FACE TIME AT OUR MAY MEETING TO MOVE TOWARD FORMAL APPROVAL OF THE STRATEGY.
(10, 3) PASSED 10-0-0**

2013 FEDERAL LEGISLATIVE AND ADVOCACY REPORT

Federal Legislative Agenda

Callender reported a great deal of progress and publicity on the athlete safety agenda. NATA has received many calls from legislators requesting more information. NATA expects the Youth Sports Safety Summit and NATA Capitol Hill Day to be very successful. AMSSM has requested assistance on legislation involving ATs practicing across state lines, which staff is investigating.

Regulatory Agenda

NATA's reimbursement and regulatory focus is on accountable care, bundling, modified fee-for-service, and Medicaid. NATA is researching ways to approach CMS, creating outreach materials to use with federal agencies, and investigating demonstration projects that can be implemented by leading commercial insurance companies. Staff continues to monitor the federal register for opportunities to comment.

DATALYS PROPOSAL FOR NATA TO BECOME A SUPPORTING ORGANIZATION

Datalys sent a thorough report on its request for NATA to become a supporting organization. Venable reviewed the report and had no major concerns.

**VOTED: TO APPROVE THE DATALYS PROPOSAL FOR NATA TO BECOME A SUPPORTING ORGANIZATION.
(2, 10) PASSED 10-0-0**

“CHAMPIONING AWARENESS OF EXERCISE-INDUCED BRONCHOSPASM” PR CAMPAIGN

NATA was approached to participate in this campaign. Staff has researched the opportunity and has not found any concerning issues. Marisa Brunett, PR committee chair, and Mike Miller, lead author on the asthma position statement, have both signed off on the program. NATA will participate in campaign status calls, identify an appropriate spokesperson for the media, allow usage of the NATA logo and link to NATA’s website, and provide articles in the *NATA News* and booth space at the annual convention. Teva Respiratory has agreed to pay NATA \$50,000 to cover all of these deliverables.

**VOTED: TO APPROVE NATA’S PARTICIPATION IN THE “CHAMPIONING AWARENESS OF EXERCISE-INDUCED BRONCHOSPASM” PR CAMPAIGN.
(5, 7) PASSED 10-0-0**

ATHLETIC TRAINING EDUCATORS’ CONFERENCE (ATEC) AND ILEAD

Both events were successful this year as a result of the move to Dallas and more targeted marketing. ATEC’s attendance was up from the previous event, while iLEAD’s was in line with the previous. Staff heard good comments back from the attendees.

EXECUTIVE COMMITTEE FOR EDUCATION (ECE)

The ECE Chair Search Committee will have its first call next week with the goal of making a final recommendation in March.

ANNUAL MEETING QUIZ BOWL

Based on the successful involvement of the Canadian team at the 2013 EATA Quiz Bowl, the board directed the International Committee to investigate how to include international students and programs in the Quiz Bowl.

HACKNEY PUBLICATIONS AFFINITY PROGRAM

Hackney Publications is proposing to offer two e-publications, *Legal Issues in High School Athletics* and *Legal Issues in College Athletics*, to NATA members at a substantial discount. The chairs of CUATC and SSATC agreed that this would be useful. They are not peer-reviewed journals.

**VOTED: TO APPROVE THE HACKNEY PUBLICATIONS AFFINITY PROGRAM.
(5, 9) PASSED 10-0-0**

2013 ANNUAL MEETING

Lori Marker provided an update on the 2013 convention. Housing is open and we have already hit the minimum at one of the hotels.

SECONDARY SCHOOL ATHLETIC TRAINERS’ COMMITTEE (SSATC) CASE STUDIES

The case studies document was developed at the SSATC off-convention meeting two years ago. Knowledge Initiatives is investigating publishing options. It will probably be electronically available as a PDF, possibly for a price. The document received great feedback during ATEC.

DISTRICT BUSINESS

District X

Director Richardson said Alaska is in line to be the 49th state with regulation of athletic training. More will be known in March. Montana’s concussion legislation seems poised to pass. There will be a dues increase of \$15 next year.

District IV

Director Rochester announced that she was not re-elected for the 2014 term, and Tory Lindley will be the district director-elect beginning in March

District III

Director Baker reported there is no district director-elect yet. The three candidates are Jay Scifers, Pat Aaronson, and Katie Walsh. The polls will open on February 4, and a run-off will be held if needed starting March 4, so the winner will be known by March 18.

CONSENT AGENDA

Appropriate information on the following items was provided to the board of directors through background materials, previous discussions or e-ballot.

VOTED: TO APPROVE

- **MINUTES FROM NOVEMBER 30 AND DECEMBER 11, 2012 BOARD OF DIRECTORS WEB CONFERENCE.**
 - **2013 PLAN OF WORK – TOP STAFF PRIORITIES**
- (1, 2) PASSED 10-0-0**

NEW BOARD MEMBER SCOOP

Cari Wood, ATC, District X Director-elect gave a brief presentation introducing herself to the board.

ADJOURN

After appropriate thank yous, the meeting was adjourned at 2:55 p.m.