

**DRAFT NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**Board of Directors Minutes**  
**Dallas, TX**  
**May 10, 2013**

Directors

Jim Thornton, MA, 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 Directors

Pat Aronson, PhD, ATC, PTA, *incoming D3 director*  
Carolyn Peters, MA, ATC, CSCS, *incoming D8 director*  
Cari Wood, ATC, *incoming D10 director*

Guests

Denise Fandel, CAE, Executive Director BOC  
Micki Cuppett, EdD, ATC, Executive Director CAATE  
Mark Hoffman, President NATA Foundation  
R.T. Floyd, EdD, ATC, President-elect NATA Foundation  
Rachael Oats, CAE, Director NATA Foundation  
Clark Simpson, MBA, MEd, LAT, ATC  
Jack Weakley, Johnson & Johnson  
Ben Borsellino, Johnson & Johnson

Staff

David Saddler  
Cate Brennan, MBA, CAE  
John Honaman, CFRE  
Kathy Crelly  
Lori Marker, CMP  
Judy Pulice, CAE  
Ellen Satlof  
Kelly Carlin  
Chad Cranford  
Anita James, CMP  
Jordan Grantham  
Dylan Orrell  
Kandy Cefoldo  
Ruth Riggan

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### **CALL TO ORDER**

President Thornton called the meeting to order at 8:02 a.m. Ten of the ten voting members were present. The requirements for a quorum were met.

### **OPENING REMARKS**

President Thornton welcomed the board members to the meeting. He also recognized and welcomed the strategic partners to the meeting. He commented on the importance of strong relationships and of meeting members' needs.

### **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.  
(8, 9) PASSED 10-0-0**

### **CONTINGENCY ACCOUNT**

Saddler reported a balance of \$20,000 in the board contingency fund and \$50,000 in the discretionary fund. He reviewed the procedure for logging contingency requests.

### **VISION QUEST**

Vision Quest 3: Practice, position, employment and reimbursement

The first draft of the Secondary School Value Model is complete and the document should be finished by the summer.

### **LIABILITY AND MALPRACTICE INSURANCE FOR ATS**

Director Peterson reviewed the names suggested to participate in the task force and the questions the group is proposing to answer. The task force will be co-chaired by Randy Cohen, ATC, DPT, and Mike Nesbitt, ATC, and include representatives from CEPAT, CUATC, SSATC, and the BOC. Venable and Marsh (NATA's liability affinity program provider) will provide their expertise. The final document is envisioned as being similar to the BOC facility standards tool. The board expressed consensus that Director Peterson should be the liaison to the group.

### **MEMBERSHIP STATISTICS**

Kelly Carlin reviewed updated membership numbers. Eighty-nine percent of members have renewed. Counting retired members, NATA now has more than 40,000 members. The board asked staff to investigate the demographics of the members who do not renew so they can be specifically targeted. Staff is working on member surveys and focus groups to understand what members' value, and to improve and add new benefits.

Denise Fandel noted this is the first time the membership discount for BOC fees and CEUs have gone into a two-year cycle. NATA staff should direct questions to the BOC.

### **MULTIVIEW WEBSITE ADVERTISING PROPOSAL**

John Honaman provided background information on Multiview and a summary of its proposal for providing web advertising to district and state websites. He reviewed possible issues and staff's recommendation to launch district and state advertising with a one-year pilot. The board discussed to what extent NATA should be involved in monitoring the advertisements, whether NATA should receive a portion of the revenue and whether more information was needed.

**Moved: Accept a partnership with Multiview contingent on the desire of individual states to participate or not, with 5% of the total revenue to go to NATA. NATA will oversee advertisements and local webmasters will determine space and location of advertisements.  
(1, 2) Motion withdrawn**

**VOTED: TO MOVE FORWARD WITH THE MULTIVIEW ADVERTISING PROPOSAL AS PRESENTED, WITH ADDITIONAL LOGISTICAL INFORMATION TO FOLLOW.  
(1, 2) PASSED 10-0-0**

Staff will consult with Multiview to provide information on technical and logistical details to the states and districts.

#### **APPROPRIATE MANAGEMENT OF DISLOCATED JOINTS WORKGROUP**

President Thornton reported Ruth Riggan has been assigned as the staff liaison to the workgroup on Appropriate Management of Dislocated Joints to provide logistical assistance and help the group move forward.

#### **YOUTH RESISTANCE TRAINING POSITION STATEMENT**

The United Kingdom Strength and Conditioning Association (UKSCA) requested that NATA endorse its Position Statement on Youth Resistance Training.

**VOTED: TO HAVE THE STATEMENT REVIEWED BY THREE SUBJECT EXPERTS APPOINTED BY THE NATA FOUNDATION AND RETURNED TO THE BOARD FOR APPROVAL IN JUNE IF THERE ARE NO CONCERNS. (5, 9) PASSED 10-0-0**

#### **INTER-ASSOCIATION TASK FORCE ON PREVENTING SUDDEN DEATH IN HIGH SCHOOL ATHLETICS**

Director Peterson reported that the first draft of this statement had caused concerns about enforceability and whether it would be perceived as a mandate. Workgroup chair Doug Casa, PhD, ATC, FACSM, FNATA, made changes to address these concerns. The statement will be published in the July *Journal of Athletic Training* and publicized at a press conference during the convention. Many of the recommendations are dependent on state rules and regulations. The Board commended Casa for his hard work on the statement and his willingness to reach out to other organizations.

**VOTED: APPROVE THE CONSENSUS STATEMENT ON PREVENTING SUDDEN DEATH IN HIGH SCHOOL ATHLETICS WITH THE FOLLOWING SUGGESTED EDITS:**

- REFER TO “REGULATED ATHLETIC TRAINER” INSTEAD OF “LICENSED ATHLETIC TRAINER.”
- UNDER “ATHLETIC TRAINER SERVICES,” SECTION 1, CHANGE THE DEFINITION OF AT TO THE REVISED DEFINITION APPROVED BY THE BOARD IN JANUARY 2013.
- FOLLOW THE BOC EXAM STYLE GUIDE WHEN DISCUSSING ATHLETES AND PATIENTS.

**(7, 10) PASSED 10-0-0**

*The board later received information that the National Federation of State High School Associations requested the document be changed to not list “prepubescence” as an intrinsic contributing risk factor for exertional heat illness. The board approved this change by consensus.*

#### **HEADS UP VIDEO PROPOSAL**

Director McDonnell reviewed the latest updates to the Heads Up proposal. He noted changes to the list of participants. The total cost of the project will be approximately \$40,000, but staff is working to confirm sponsorship by the NFL, NCAA, and the Andrews Institute to reduce NATA’s share. The board requested that staff create a promotion/distribution plan to be presented in June. Director-elect Wood noted it would be helpful if other videos could be updated, such as the marketing video narrated by Robin Roberts and Robert Smith.

**VOTED: TO FUND THE HEADS UP VIDEO UPDATE UP TO \$40,000 FROM THE BOARD DISCRETIONARY FUND. (10, 7) PASSED 10-0-0**

*The board later received information that the NCAA had confirmed their willingness to sponsor the project.*

#### **NATA FOUNDATION**

Foundation President Mark Hoffman reported that the Foundation’s audit is complete and went smoothly this year. After a lot of work identifying and reconfirming lapsed pledges, its finances are in good shape. The final report will be shared in June. Hoffman noted that the Foundation’s financial management processes have improved a great deal in the past few years. President Thornton thanked Hoffman for his hard work as president and for his support of the NATA and athletic training research.

The Foundation leadership is having preliminary discussions about a summit on ATs and public health involving the CDC and NIH to be held in early 2014. This year's mentor program for young researchers is getting good response and several NATA Fellows have agreed to sponsor.

This year's scholarship recipients have been notified and Rachael Oats promised to give each board member a list of the winners in his or her district. The Foundation Research Committee held a very successful meeting and is pleased with the increasing quality of research proposals. More information will be provided in June.

The Foundation is still requesting items for the silent auction. Oats thanked Director Dieringer for the idea of selling mugs as a fundraiser, and noted that Eve Becker-Doyle would be signing copies of her book and giving a percentage of the proceeds to the Foundation.

#### Eve Becker-Doyle Service Scholarship Endowment

The board continued discussion on the Eve Becker-Doyle scholarship. Hoffman explained that recipients of all Foundation scholarships are ranked and selected from the same pool based on the same criteria, and that it is not feasible to require specific criteria for the Eve Becker-Doyle Service Scholarship. However, the Scholarship Committee chair can be asked to consider leadership when assigning winners to specific scholarships, without creating a restriction. The board discussed the funding and timing of the endowment. It was suggested that the scholarship be announced at this year's Scholarship Breakfast and initially awarded next year.

**VOTED: TO SUPPORT THE ESTABLISHMENT OF THE EVE BECKER-DOYLE SERVICE SCHOLARSHIP.  
(3, 9) PASSED 10-0-0**

#### **BOARD OF CERTIFICATION (BOC)**

BOC Executive Director Denise Fandel presented an update on recent projects, including a governance resource called Nine Minute Mentor available on NATA's website. She thanked NATA staff for their assistance on the project. The Facility Principles Document is available on the BOC's website, which will work with other program self-assessment tools as a companion to the Safe School Sports Award. Fandel noted that the goal of facility accreditation is likely a long way off.

The evidence-based practice requirement will be included in the recertification cycle starting January 2014, and a BOC task force will work with NATA to identify and review CE programs that qualify.

This year's state regulatory conference in Nebraska will be July 12-13 and attendee registration so far is in line with last year's. The BOC is putting out local advertisements targeting parents to coincide with the college world series. These ads will be available online and possibly at the BOC's booth at the NATA convention. Fandel thanked Director Baker for serving as liaison to the BOC.

#### **COMMISSION ON ACCREDITATION OF ATHLETIC TRAINING EDUCATION (CAATE)**

CAATE Executive Director Micki Cuppett announced that she had resigned as president to be the full-time executive director. Mark Laursen is the new president and Eric Sauers is the new vice president. Both the commission and the review committee have open seats. The first post-professional residence program was accredited in February in New Hampshire, and the CAATE is currently following up on a few other site visits. Several modules are being developed and implemented for training, information gathering, program review, and self-study. Cuppett thanked Director Richardson for serving as liaison to the CAATE.

President Thornton stated the strategic partners would have a quarterly call next week and a face-to-face meeting in June. He remarked on the importance of collaboration in these relationships.

#### **2013 CONVENTION**

Lori Marker reported that registration numbers are very good and have surpassed those of 2010, which so far is the best-attended show ever. All but one of the hotels is sold out and NATA's contractual obligations are met. Staff is working hard to accommodate the large attendance. Marker reviewed the distribution of T-shirts, which has changed from previous

years, information about the Opening Day Reception and district meetings. She pointed out that Johnson and Johnson has graciously agreed to place the new logo on convention T-shirts.

AT Expo Booth Fee Increase

Marker presented a proposed amended schedule for raising exhibit booth fees based on the projected attendance cycle.

Year	City	Early Pricing (10 ft. booth)	Late Pricing (10 ft. booth)	% Increase
2013	Las Vegas	\$1,295.00	\$1,495.00	0.00%
2014	Indianapolis	\$1,395.00	\$1,495.00	7.17%
2015, 2016	St. Louis, Baltimore	NO INCREASE RECOMMENDED		
2017	Houston	PROJECTED INCREASE (review)		
2018, 2019	New Orleans, Las Vegas	NO INCREASE RECOMMENDED		
2020	Central Location	PROJECTED INCREASE (review)		
2021, 2022	Central Location, Eastern Location	NO INCREASE RECOMMENDED		

**VOTED: TO ACCEPT THE PROPOSED AT EXPO EXHIBIT BOOTH FEE INCREASE.  
(1, 3) PASSED 10-0-0**

NATA Logo Roll-Out

The new NATA logo will be rolled out through a video at the General Session and immediately publicized through social media. Attendees will receive T-shirts and a giveaway item after General Session.

Boston Marathon Update

Director Ullucci confirmed that no ATs had been hurt in the Boston Marathon bombings and stated that District I is providing help to members working there that day. The board discussed ways to recognize these ATs at the convention. Vice President Sailor noted that this could help draw attention to the need for Emergency Action Plans, for recognition of ATs as health care professionals who can contribute in crises, and for crisis response teams, on which NATA may be able to provide education.

Recognition of Eve at Convention

Oats reviewed convention events at which Eve Becker-Doyle will be recognized.

**UPDATES**

Athletic Trainer at the National Office

Saddler gave an update on the AT in Residence position and stated staff is ready to begin the search.

Year-End Finances

Saddler stated that NATA ended the year in good shape. Unaudited numbers show NATA less than one percent over budget in revenue and six percent under in expenses, with a good gain in investments. The audited financial statement will be presented at the June meeting after Finance Committee review. He thanked Kathy Crelly for her hard work.

2013 Off-Convention Joint Committee Meeting

The dates have been decided for the January Joint Committee Meeting. Staff has been working on logistics. All ECE committees will attend. If a district wants its incoming members to attend, the cost will be covered by the district. The board expressed consensus that it was acceptable to move forward with the understanding that total costs could be more than what was originally budgeted due to changes being made.

NATA Building

Some limited work has started on the new building. Staff has asked for another lease extension on the current building, but has not received a response yet. Saddler recognized Susan Foster, Michael Anto, and Damon Eason for their work regarding the new building and also complimented the project manager.

**JOHNSON & JOHNSON**

Jack Weakley thanked the board for inviting him. He expressed enthusiasm about the direction NATA is going and the efforts to promote ATs in secondary schools. President Thornton thanked him and Ben Borsellino for their support and for J&J's relationship with NATA.

**AMERICAN MEDICAL SOCIETY FOR SPORTS MEDICINE (AMSSM) REQUEST FOR MEETING WITH NATA**

Saddler presented a request from Doug Casa to fund a meeting of NATA and AMSSM representatives to discuss implementation of the Consensus Statement on Preventing Sudden Death in High School Athletics. Any recommendations resulting from the meeting will come back to the board for approval.

**VOTED: TO FUND THE MEETING BETWEEN THE AMERICAN MEDICAL SOCIETY FOR SPORTS MEDICINE (AMSSM) AND NATA UP TO \$4,000 FROM THE CONTINGENCY FUND.  
(1, 10) PASSED 10-0-0**

**NATIONAL OPERATING COMMISSION ON STANDARDS FOR ATHLETIC EQUIPMENT (NOCSAE) LIAISON**

Director Baker recommended Carissa Spraberry, MEd, ATC, LAT, chair of the Young Professionals Committee, as the new liaison to the National Operating Commission on Standards for Athletic Equipment (NOCSAE).

**VOTED: TO APPROVE CARISSA SPRABERRY, MEd, ATC, LAT (D6) AS LIAISON TO THE NATIONAL OPERATING COMMISSION ON STANDARDS FOR ATHLETIC EQUIPMENT (NOCSAE).  
(3, 5) PASSED 10-0-0**

**ADJOURN**

President Thornton adjourned the meeting at 4:02 p.m.

**DRAFT NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**Board of Directors Minutes**  
**Dallas, TX**  
**May 11, 2013**

Directors

Jim Thornton, MA, 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  
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Russ Richardson, EdD, ATC

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Carolyn Peters, MA, ATC, CSCS, *incoming D8 director*  
Cari Wood, ATC, *incoming D10 director*

Staff

David Saddler  
Cate Brennan, MBA, CAE  
John Honaman, CFRE  
Judy Pulice, CAE  
Anita James, CMP  
Amy Callender  
Kandy Cefoldo  
Ruth Riggan

Guests

Denise Fandel, CAE, Executive Director BOC  
Micki Cuppett, EdD, ATC, Executive Director CAATE  
Mark Hoffman, President NATA Foundation  
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 9:10 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 and was called to order again at 11:43 a.m.

**NEW BOARD MEMBER SCOOP**

Pat Aronson, District III Director-elect, and Carolyn Peters, District VIII Director-elect, gave brief presentations introducing themselves to the board.

**STRATEGIC BUSINESS DEVELOPMENT PLAN FOR THIRD-PARTY PAYER MODEL**

Cate Brennan and Clark Simpson provided an update on the work done so far on the third-party payer model plan, including the process for promoting the program, the RFP developed for state associations, the evaluation and selection committee, the deliverables planned for each state, and the budget. Members of the State Association Advisory Committee have expressed a great deal of interest. A breakout session on this topic will be held at the convention. Simpson emphasized that even if a state is not ready to be part of the program, the process of developing a proposal is helpful because it will help the state determine its current standing, resources and relationships. The program will not have a budget impact at this time.

**VOTED: TO APPROVE MOVING FORWARD WITH THE THIRD-PARTY PAYER PLAN AND RFP PROCESS.  
(2, 10) PASSED 10-0-0**

**WELLS FARGO PLAY IT SAFE PROGRAM**

Simpson provided an update on the Wells Fargo Play It Safe program. Wells Fargo plans to request additional CPT codes when it files and re-files with state insurance commission. It was noted that having the code additions approved in every state could give NATA a new opportunity for its reimbursement efforts. The contract is being reviewed by NATA's counsel.

**ImPACT APPLICATIONS, INC. AS NATA PREFERRED PROVIDER**

Simpson reviewed the partnership with ImPACT; the benefits to NATA members, notably discounts on education and advanced training in ImPACT utilization; and the deliverables NATA would provide. Staff plans to launch this partnership in

conjunction with the Wells Fargo Play It Safe program at the 2013 convention. John Honaman noted that “preferred provider” is the new term for affinity programs or membership discount programs. It was noted that this is not an exclusive agreement and NATA is not approving or endorsing the ImPACT program.

**VOTED: APPROVE ImPACT APPLICATIONS, INC. AS AN NATA PREFERRED PROVIDER (NOT EXCLUSIVE).  
(1, 6) PASSED 10-0-0**

#### **VIVATURE, LLC**

Brennan reviewed a potential opportunity for a preferred provider partnership with Vivature, LLC. She discussed the services Vivature could provide and potential benefits to NATA. She noted this idea is only in the preliminary stages and more due diligence is required. The board agreed staff should continue to investigate the possibility without committing too many resources.

#### **FEDERAL LEGISLATIVE AND REGULATORY UPDATES**

Amy Callender reviewed progress on the legislative front. The Secondary School Student Athlete Bill of Rights (HR 72) now has 14 co-sponsors, from both parties, and more are expected to sign on. Two previously-introduced bills have been updated and will be introduced again, the Protecting Student Athletes from Concussions Act and the Youth Sports Concussion Act. NATA has helped to draft language for AMSSM’s bill protecting the licensure of ATs who travel across state lines. A postcard drive asking members of Congress to co-sponsor HR 72 is planned for the convention, as is a legislative briefing Thursday afternoon. She also highlighted an opportunity to have ATs in the dugout at the congressional baseball game held at the Washington Nationals stadium.

#### **PHYSICAL THERAPISTS ON THE SIDELINES DURING GAMES**

Following a request from the April board teleconference, Judy Pulice provided thoughts and responses regarding questions raised about physical therapists on the sidelines.

#### **NATIONAL ATHLETIC TRAINING STUDENTS’ COMMITTEE (NATSC)**

Director Richardson explained the challenges of retaining members and chairs in the NATSC. He noted the committee is successfully fulfilling its mission and suggested that the member selection guidelines be adjusted to fit the setting better and ensure that more students are able to get involved, perhaps by including graduate students. One possibility is funding the committee to meet at ATEC.

#### **AMERICAN MEDICAL SOCIETY FOR SPORTS MEDICINE (AMSSM) PRESIDENT’S AWARD**

Saddler announced that Eve Becker-Doyle received the inaugural AMSSM President’s Award for her help in AMSSM’S Executive Director search and other areas. This recognition will be publicized in *NATA News*.

#### **DISTRICT BUSINESS**

##### District I

Director Ullucci updated the board on a DI member who was ill.

##### District II

Director Goldenberg expressed appreciation for the District II members who had volunteered to assist after the Boston Marathon bombing.

##### District III

Director Baker announced the district meeting would be the week following this board meeting. Director-elect Aronson thanked the board for welcoming her.

##### District IV

Director Rochester announced the June executive board meeting in Chicago.



District V

The MAATA annual meeting in Tulsa had over 500 attendees. President Thornton congratulated Director McDonnell on his induction into the MAATA Hall of Fame.

District VI

Eve Becker-Doyle will be honored at the District VI meeting in July, after the NATA convention.

District VII

A new director for District VII should be elected by June.

District VIII

A new district secretary will be elected soon. Director-elect Peters expressed her enthusiasm to be working with fellow board members in the future.

District IX

The student meeting in February was the best-attended ever, and the March district meeting was also well-attended.

District X

Director Richardson stated the AK licensure act was delayed, but the state association was optimistic about next year. MT succeeded in passing concussion legislation. Director-elect Wood thanked Director Richardson for his mentorship.

**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 APRIL 2013 BOARD OF DIRECTORS WEB CONFERENCE.
- EXTEND THE TERMS OF BILL PITNEY, EdD, ATC, FNATA (D4) AND JOHN HAUTH, EdD, ATC (D2) FOR ONE YEAR AS EXECUTIVE COMMITTEE FOR EDUCATION (ECE) AT-LARGE MEMBERS.
- APPROVE CHARLES "BUZ" SWANIK, PhD, ATC, FNATA (D2) AS POST-PROFESSIONAL EDUCATION COMMITTEE (PPEC) CHAIR BEGINNING JUNE 2013.

**(7, 10) PASSED 10-0-0**

**OTHER**

Director Rochester requested an item on logoed clothing be placed on the June agenda.

Director-elect Wood announced the DST Alumni Reception 6-8 pm on June 24.

Director Richardson gave registration information for Bobby Gunn Award recipients.

**CONTINGENCY AND DISCRETIONARY REQUESTS**

**VOTED: TO APPROVE \$4,000 FOR THE MEETING BETWEEN THE NATA AND AMSSM FROM THE CONTINGENCY FUND AND \$40,000 FOR THE HEADS UP VIDEO UPDATE FROM THE DISCRETIONARY FUND.**

**(8, 7) PASSED 10-0-0**

**ADJOURN**

After appropriate thank yous, President Thornton adjourned the meeting at 2:37 p.m.