February 6, 2009

Greetings iLead Attendee!

After months (actually years) of planning, our vision for iLead has finally come to fruition! Yes, in less than three weeks, we will all gather at the Gaylord National Hotel, in National Harbor, MD for the National Athletic Trainers' Association's (NATA) first student leadership conference. This is an exciting time for all of us!

By now you should have already made air travel and hotel reservations. If not, you should hop on that ASAP! If so, this is a good time to double check all of your confirmations – just to make sure everything is correct.

Here are a few more iLead details, which I hope will make your trip easier. But of course, don't hesitate to call if you have additional questions.

Conference Materials

In support of our efforts to "go green," we have set-up a special iLead Web site for attendees – www.nata.org/iLead/index.htm. This site contains speaker handouts, the latest event schedule, instructions for sessions, and other details about the conference. It will be updated as information becomes available, so I recommend you check this site now and right before you depart for Washington, DC. ***Also, be sure to print any materials you will need during the conference, as we will only have a very limited supply of handouts on-site.***

Two items you will need on-site are instructions for Sessions 3 and 5. These will be posted on the Web site, but I have also attached a copy to this email. Please be sure to take a look at the documents in advance.

iLead Check-In/Event Opening

iLead check-in will be open Saturday, February 21, from 8 am – 12:30 pm in the Gaylord Hotel's Potomac CD lobby. At check-in, you will receive your event badge, special iLead gifts, and other pertinent information. Please make sure you check-in prior to the first session so you will have everything you need.

iLead officially begins at 1:00 pm on Saturday, February 21, in the National Harbor 2 room. Please plan to arrive no later than 12:45 in order to find a seat and for pre-event networking. You don't want to miss a minute of the sessions!

Attire

Some attendees have asked about appropriate attire. We recommend business casual for iLead. If you are attending our Hill Day activities, a business suit is the best option. This doesn't mean you need to go out and buy a new wardrobe! We know you are a college student on a limited budget (and so does your Senator or Representative), so just do the best you can. A nice pair of pants and shirt (preferably with a

tie) or a nice skirt and blouse are always appropriate. Also, as a general rule, meeting rooms are usually a bit chilly. If you're always cold like me, you will probably want to bring a sweater or jacket.

Transportation to/from the Airport

Taxi service to the Gaylord National Hotel from Reagan National Airport is estimated at $20 plus tip, and from Dulles International it is approximately $55 plus tip. If you're traveling with friends, it might be most cost-effective to share a cab.

SuperShuttle's door-to-door service is available at each airport and operates on a shared ride basis. SupperShuttle service is $22 one way from Reagan National Airport and $43 from Dulles. Prices are subject to change.

SuperShuttle is offering NATA's attendees a discount for transportation between the Gaylord National and Ronald Reagan National, Dulles and Baltimore/Washington airports. You can secure this discount by booking your reservations at http://www.supershuttle.com/default.aspx?GC=7HQH6 or by calling 1.800.258.3826. You will need to provide the NATA discount code: 7HQH6.

Food!

Your iLead registration includes a snack on Saturday afternoon, sponsored by Cramer Products, and lunch on Sunday, sponsored by NATA. Also, you are invited to the Saturday evening Welcome Reception, which will include a cash bar with soft drinks and other beverages. Alcoholic beverages will be available for those ages 21 and over, and a photo ID will be required in order to make that purchase.

For those interested in dining out Saturday night, NATA is providing a reservation service. The process is simple. A list of local restaurants will be posted outside of the meeting room. If you would like to dine at one of these restaurants, add your name to the list. NATA will make the group reservation. You will be responsible for the tab (sorry we can't pay!), but this is a great way to meet some new friends and enjoy a meal!

NATAPAC Fundraising Event

While in DC, you may want to take advantage of seeing the sights. Since it is a busy weekend, the National Athletic Trainers' Association Political Action Committee (NATAPAC) is hosting an evening sight-seeing bus tour of the city on Sunday, February 22.

Participation in this event requires a $50 donation to NATAPAC. Just think, for $50, not only are you investing in your profession, but you also get to see one of the most beautiful cities in the USA! That is quite a bargain! Attire is casual, but be prepared for chilly weather.

To register for the NATAPAC event, go to www.natapac.org . If you have any questions, feel free to contact Amy Callender at the NATA office or amyc@nata.org

NATA T-Shirts

NATA continues to promote the fact that athletic trainers are HEALTH CARE professionals – not personal trainers. Interested in helping with this effort? If so, you'll want to purchase one of the association's "It's Not Personal…I'm an Athletic Trainer" t-shirts. Cost of the t-shirts is $8 for one shirt or two for $10. They can be purchased online (www.nata.org) or on-site at the iLead event check-in desk. Hours of operation for t-shirt sales will be announced during the iLead session.

This is an excellent way to support your profession…and assist with our goal to make sure everyone knows who you are and what you do!

Sponsor Thank You Notes

NATA's sponsors have made generous donations to ensure iLead is a successful event! In fact, on-site you will receive a couple of extra "gifts" from our sponsors that we think you will enjoy. If you would like to send a thank you note for these gifts after the event, that would be great! Contact information for our event sponsors is shown below.

Ed Christman
Cramer Products
P.O. Box 1001
Gardner, Kansas 66030

Mike Cendoma
Sports Medicine Concepts
P.O. Box 173
Geneseo, NY 14454

Beth Deegan
Schering Plough/Tinactin
56 Livingston Avenue
Mailstop R-4 Green
Roseland, NJ 07068

Steve Howard
Schering Plough/Tinactin
56 Livingston Avenue
Mailstop R-4 Green
Roseland, NJ 07068

Tell the World!

Your participation in iLead is a big deal! In fact, it is such a big deal that some of our attendees have already distributed press releases via their university press offices.

If you are interested in providing your university press office or sports information department with a press release detailing your attendance at iLead, we're happy to help you! NATA's public relations team has already drafted a press release for your use. It is available on the iLead Web site – ww.nata.org/iLead/index.htm.

Simply go to the site, download the release, and personalize it with your details. Then you can forward it to the appropriate folks at your university.

Questions?

It is our goal to make iLead an exceptional experience for you! If you have additional questions, don't hesitate to contact me at 972.532.8841 or via email -- teresa@nata.org. (Hint: I'm a bit quicker in responding to email!)

I believe this is all for now. I look forward to seeing you in Washington, DC!

Sincerely,

Teresa Foster Welch, CAE
Associate Executive Director

Attachments: Instructions for Sessions 3 & 5
iLead Event Program