Women in Athletic Training Celebrate 20 Years of Growth

All are invited to today’s reception highlighting a piece of NATA history

By Beth Sitzler

While 53 percent of NATA’s current membership is comprised of women, there was a time when there was very little female representation in the athletic training industry. During the 1970s, less than 1 percent of NATA members were women, said Gretchen Schlabach, PhD, ATC, LAT. That didn’t stop women, however, from being hired as head athletic trainers, especially in the university setting.

“At the time, eight of the 10 Southeastern Conference schools had a head women athletic trainer,” said Schlabach, who was the head women’s athletic trainer at the University of Mississippi from 1977-85. Katie Grove, PhD, ATC, LAT, said when she earned her first job at Eastern Michigan University in 1975, she was the only female athletic trainer in the entire state. As a result, she didn’t have a female mentor to provide insight and guidance.

As the head athletic trainer for men’s and women’s athletics at Fitchburg State, Marjorie King, PhD, ATC, PT, relied on her male counterparts for guidance. “We didn’t have female role models, but we had fabulous male leadership role models,” she said. “People who were open minded and willing to look at things from a different angle, willing to listen and willing to support.”

As time went on, more women joined the profession, and more discussions took place about their role in the association. While attending a Great Lakes Athletic Trainers’ Association meeting, Grove began a conversation with Schlabach about forming a task force centered on increasing the standing of women in NATA.

“I think, over time, I really came to realize how few women were in leadership roles, and we needed to have a way to really get women involved and to remind people that we have a part in this profession and are important when making decisions,” Grove said.

With the encouragement of Schlabach, Grove submitted the proposal for the task force and, in 1995, it was approved by the NATA Board of Directors. First on the agenda for the task force was distributing surveys to...
Johnson & Johnson brand athletic tapes provide superior unwind tension roll after roll, to give you maximum use and performance, right down to the core. The custom fit and support provides your athletes with the best possible protection against injury. And, as a founding strategic partner of the National Athletic Trainers’ Association, Johnson & Johnson Consumer Companies, Inc. continues to deliver outstanding support to you, your association and your profession.

Meet DR. BHARAT PATEL, one of the leading experts in adhesion, and make sure to grab our exclusive 2015 HEALTHY ESSENTIALS® Program journal & pen set! (while supplies last)
Women in Athletic Training Celebrate 20 Years of Growth

(Continued from page 1)

women athletic trainers about their roles, responsibilities and life balance.

“We did a couple of surveys where we actually looked at the number of women on committees and in leadership roles and presented those at the NATA [convention], and I think that was very beneficial,” Grove said.

Life balance was an important component of the survey, Schlabach said.

“It was always tough, because I know the first generation of head women athletic trainers were working 24/7,” she said. “We never took any time off. We didn’t know any differently and we didn’t have any women mentors before us to tell us we were working too much.”

After a high response from the women in the association, the men in the association were also surveyed.

“We discovered that a lot of the issues women had were the same issues that men had,” Schlabach said.

“We began to make the members aware of issues like life balance, and the more they became aware of life balance, the more it was OK to talk about and the more athletic trainers worked to take care of one another.”

After a few years, the task force evolved as a standing committee, with Grove at the helm as chair.

“I think what the [Women in Athletic Training Committee] did was create a safe place for women to go and develop ideas and feel like they’re being heard,” Grove said. “You could actually see that what you said was important.”

“The committee] allowed the women the opportunity to get involved in the leadership of the organization,” King said. “It established a role model for people to see that more women were serving at the national level, at the district level and even at the state level and encouraged women to get involved.”

King, who took over as committee chair in 2000, said from the beginning, committee members believed leadership would be stronger if all members of the profession were represented.

“If 50 percent of the membership isn’t involved in helping the profession move forward, then we’re only using 50 percent of our resources,” she said.

“It was just so beautiful to watch the women grow in their confidence. And, although there wasn’t a directive on the national level to go back and create a committee on the state level . . . a lot of the women went back and started to get things organized on the state level, which gave a lot more women the opportunity to serve. So the legacy has been unbelievable.”

Although the Women’s in Athletic Committee came to an end in 2008, its legacy will be celebrated during a reception held from 1 to 3 p.m. today in the Renaissance Grand, Landmark 4.

“It’s a way to celebrate and to remember the committee . . . and to bring together and thank those people who had been involved and supported us,” Grove said.

“We also want to show young women that you really can do anything you want to. It only takes one idea.”

“We have now been very successful in the profession,” Schlabach said. “They’ve been able to find quality jobs. Many of the women athletic trainers today are working with men’s teams, and many of the men athletic trainers are working with women’s teams. There is not a gender bias as to which team you get assigned.”

The reception will include a “Where Are They Now” slide show as well as timelines displaying the accomplishments made by women athletic trainers in each district. While the reception is honoring women, it’s open to both men and women, and is a great opportunity to gain insight into NATA history, King said.

SAFETY FIRST WILL BE THE FOCUS OF TODAY’S NATA PRESS CONFERENCE

By Beth Sitzler

Whether youth participants or professional players, keeping athletes safe is a high priority for NATA and its partners, and it will be the focus of today’s 9:30 a.m. press conference in the America’s Center Convention Complex, Room 230.

During the press conference, titled “Athlete Safety First: From Youth to Professional Play,” medical experts will release an executive summary of the “Appropriate Care of the Spine Injured Athlete” inter-association consensus statement. The task force responsible for updating the original 1998 document included MaryBeth Horodyski, EdD, ATC, LAT, NATA vice president; Ron Course, ATC, PT, NREMT-I, University of Georgia senior associate athletic director of sports medicine; Jim Ellis, MD, FACEP, emergency physician/associate team physician for the Atlanta Falcons and American College of Emergency Physicians representative; and Glenn Henry, Athens (Georgia) Technical College dean of Life Sciences.

“There were several reasons the documents needed to be updated,” said Horodyski, chair of task force.

“One, there is new research out there that provides information that we should be using to make sure we’re providing the best care we can for our athletes. Another reason is because the equipment athletes wear in sports that require equipment has changed, in some cases dramatically, so we needed to address those situations. And then finally, to enhance the entire sports medicine team working together and address concerns other organizations have about use of the spine boards when caring for potentially spine-injured athletes.”

Each year in the U.S., approximately 12,500 new cases of spinal cord injuries are recorded — 9 percent of which are due to participation in sports and recreation activities.

A unique challenge facing medical providers treating an athlete with a suspected spinal injury is the player’s equipment. While the equipment is worn to protect the athlete during play, it can present a treatment barrier for basic or advance life support to the athlete’s airway and chest.

Speakers will include Jim Thornton, MA, ATC, CES, NATA president; Jeff Miller, senior vice president, health and safety policy for the NFL; Reggie Scott, MS, ATC, PES, St. Louis Rams head athletic trainer and director of sports medicine and performance; Jeff Kearney, Gatorade senior director of sports marketing; and Rick Burkholder, MS, STC, president of the Professional Football Athletic Trainers Society and head athletic trainer for the Kansas City Chiefs. St. Louis Rams’ linebacker James Laurinaitis will also be on hand to discuss the importance of sports safety protocols.

To read the new guidelines on the care of the spine injured athlete or the official release of the press conference, visit www.nata.org/press-room.
NATA 2015 Highlights

NATAPAC Breakfast
7 to 9 a.m. Wednesday, RG Majestic D

AT Expo opens:
10 a.m. Wednesday, AC Hall 2

NATA Foundation Silent Auction
10 a.m. to 5 p.m. Wednesday, AC Hall 3

Celebrating Women in Athletic Training Reception
1 to 3 p.m. Wednesday, RG Landmark 4

NBATA Ron Culp Cadaver Workshop
2 to 4 p.m. Wednesday, RG Majestic E

Cramer Student Reception
4 p.m. Wednesday, AC Room 120

Face Time ’15
9:15 to 10:15 a.m. Thursday, AC Ferrara Theatre

Professional Degree Discussion
10:30-11:30 a.m. Thursday, AC Ferrara Theatre

J&J Feature Presentation:
A Patient-Centered Vision for the Future of the Athletic Training Profession
11:45 a.m. Thursday, AC Hall 5

NATA Hall of Fame Induction Ceremony
Noon to 1 p.m. Thursday, AC Hall 5

J&J Keynote Speaker: Amy Purdy
4 to 4:45 p.m. Thursday, AC Hall 5

Seventh annual National Quiz Bowl
5 p.m. Thursday, AC Hall 5

Cramer YP Social
6 p.m. Thursday, AC Room 124

NATA Ethnic Diversity Advisory Committee Town Hall & Social
6 p.m. Thursday, RG Landmark 4

NATA Foundation 5K Fueled by Gatorade
6:30 a.m. Friday, Rootwood Park, 1 O’Fallon St.

Pinky Newell Scholarship & Leadership Breakfast
8 to 9:45 a.m. Friday, RG Majestic D

Live Surgical Demo: Elbow
8:15 a.m. Friday, AC Ferrara Theatre

ACRONYM KEY:
AC = America’s Center Convention Complex
RG = Renaissance Grand
EXPLORING THE CONNECTION BETWEEN NUTRITION, HYDRATION AND RECOVERY

Athletic trainers are regularly tasked with helping athletes return to peak performance as quickly and safely as possible after injury. Rest, treatments and rehabilitation exercises have long been part of this equation, but often overlooked is the benefit appropriate hydration and nutrition can play in this process as well.

During the Gatorade-sponsored education session “From Injury to Recovery: The Nutrition Story,” Kim Stein, PhD, senior principal scientist for Gatorade Sports Science Institute (GSSI) and Jen Ketterly, MS, RD, CSSD, LD, will provide a review of the developing research in this area and offer ideas for clinical application.

“Many athletic trainers and physical therapists do not realize how nutrition and hydration may help further enhance their rehabilitation programs, potentially improving return to play outcomes,” Stein said. “Jen and I are excited to share the latest research and offer real-life experience and tips on how to effectively use nutrition to enhance the recovery process.”

The session will highlight examples of athletes in a range of sports who are recovering from injury and provide insight on how these principles can be applied to a variety of work settings.

“From Injury to Recovery: The Nutrition Story”
10:45 a.m. to 12:45 p.m.
Friday
America’s Center Convention Complex, Room 241

To continue this discussion, Gatorade, in conjunction with the Gatorade Sports Science Institute, will also host a series of expert chats on “Nutrition in Injury” at its expo hall booth (#1607). These presentations will focus on specific injuries and the role nutrition and hydration can play in recovery for each.

• Recovery Strategies and Nutrition: Does Timing Matter?
3 p.m. Wednesday
- Rick Burkholder MS, ATC, head athletic trainer of the Kansas City Chiefs
- Kim Stein PhD, senior principal scientist, GSSI

• Can A Nutrition & Hydration Plan Help Support Recovery From Concussion?
11 a.m. Thursday
- Larry Leverenz PhD, ATC, clinical profession and director of athletic training education at Purdue University
- Kim Stein PhD, senior principal scientist, GSSI

Attendees of the expert chats at the Gatorade booth, as well as the education session, will have a chance to win a prize. A Gatorade Prize Pack will be given away at every expert chat, and a Gatorade Recover Kit, including Gatorade Recover Protein Shakes, Whey Protein Bars and a NormaTec MVP Recovery System, will be given away at the end of the education session.
We know you desire information and resources that are specific and relevant to where you are in your career, whether you identify by age group, job setting or another topic of interest.

One of our major projects is the development of targeted communications that will allow NATA members to create a more tailored member experience. You’ll be able to handpick the information you receive, getting right to the topics that interest you the most. For the initial launch this summer, we’ve identified the most popular professional interests, considering your setting and career level. This includes: secondary school, college/university, higher education, professional sports, emerging settings, young professionals and students.

So, what will this look like?

We’re glad you asked! Starting this summer at NATA 2015 you’ll begin seeing visual icons throughout the convention, as well as in all national communications and initiatives, for each of these professional interests. The icon will serve as a visual cue that the information presented is something relevant to members with that professional interest.

It’s important to note that without member feedback, we would have a much harder time knowing exactly what you need or want from the national office. We are listening carefully to your ideas and opinions, and your input is extremely valuable. We’ll be conducting a member satisfaction and value survey soon, and we hope you’ll choose to participate. Your feedback will help us refine this strategy and provide insight and inspiration for new initiatives to come.

Look For Your Icon.

At NATA 2015, we’re kicking off our plan by introducing professional interest icons. These icons will be incorporated into the NATA News, Range of Motion, NATA Now, social media and more. We know you’re busy people, and we intend to help you cut through the clutter and get to the information you need by including the icons with content that is most relevant for your setting/professional interest.
New to the convention this year is the launch of The Square, a gathering place by professional interest where you can network and learn from your peers. Just look for your respective icon at the convention – it will lead the way!

**Get LinkedIn**
Join one or more professional interests LinkedIn pages to network, share best practices and more. Visit nata.org or search on LinkedIn to access the group.

**New National Website**
Our targeted communications plan will be a point of focus for the new national website launching later this summer, allowing you to easily access information by job setting or professional interest.

**News with Your Interests in Mind**
Starting this fall, we’ll offer an e-newsletter exclusively for your professional interest that’s packed with resources and best practices especially for you. While you’ll automatically be opted into the professional interest that correlates with your setting, you’ll also have the opportunity to subscribe to other professional interest e-newsletters as well. To view an example, go to http://multibriefs.com/briefs/nataf3/.
On the scene at NATA 2015

BEtheAT
The Young Professionals committee members have fun with the life-size NATA logo #BETheAT that is in the NATA Connect Booth in the AT Expo today.

Registration

TOP LEFT: Craig Bennett, MA, LAT, ATC, hands over a bag while he and Heather Carroll, ATC, volunteer their time at the registration desk on Tuesday.

RIGHT: Jake Cruz, ATC, LAT, folds t-shirts for the registration bags in preparation for the annual convention.

BOTTOM LEFT: Brian Razak, ATC, LAT, left; helps members with their registration on Monday. About 8,000 people have registered for this year’s convention.
Tieka Skrine, ATC, LAT, from Valdosta, Georgia, helped the NATA Ethnic Diversity Advisory Committee host a field day for local children at DJ’s Place. It was one of two community service events hosted by the group on Tuesday morning, with the other taking place at the St. Louis Boys & Girls Club.

Members coming early to the convention spent some time Monday afternoon at the State Leadership Forum. More than 100 people attended the event that included an awards dinner.

Jonathan Minor, MD, left, describes details during the radiology breakout at the NATA pre-conference workshop on Tuesday. About 100 people attended the workshops that included six breakout sessions.

Scott Young, ATC, LAT, works carefully during the casting workshop at the pre-conference workshops on Tuesday. About 100 people attended the workshops that included six breakout sessions.
Protective tape designed to defend the body against cuts, scrapes, burns, pain and bruising.

To order, please call 800.336.6569 or email customercare@djoglobal.com.

Connect with us

Stop by DJO Global Booth #1422 on June 24th
Bring your electronic device and show us that you liked our DonJoy Facebook page (www.facebook.com/donjoy) to receive your Defender Tape sample.
Injuries associated with impact and abrasions are common; DEFENDER TAPE provides a lightweight, versatile and breathable protective layer against the rigors of sport.

Stop by DJO Global Booth #1422 on June 24th

Bring by your electronic device and show us that you liked our DonJoy Facebook page (www.facebook.com/donjoy) to receive your Defender Tape sample.

While supplies last, one per customer.
Today’s Alumni Parties

A.T. Still University
7-10 p.m.
The Dubliner – Leinster Room, 1025 Washington Ave.

Buena Vista University
7-8:30 p.m.
Cardinal Nation, Ballpark Village, 601 Clark St., Unit 102

BYU
6:30-8 p.m.
TGIF – Patio, 529 Chestnut St.

California Baptist University
7-9 p.m.
Flying Saucer

California University of Pennsylvania
8-10 p.m.
Morgan Street Brewery – The Lodge

Central Methodist University
6-8 p.m.
Hannegans Restaurant and Pub, 719 N. 2nd St.

Central Michigan University
7-9 p.m.
Hyatt – Room Sterling 9

Chapman University
8-11 p.m.
Morgan Street Brewery, 721 N. 2nd St.

Eastern Kentucky University
8 p.m.
Bobby’s Place, 1180 Washington Ave.

Georgia State University
8-10 p.m.
Jack Patricks Bar and Grill, 1000 Olive St.

Indiana University
7-9 p.m.
Morgan Street Brewery Main Restaurant

Lindenwood University
6-9 p.m.
The Schlafly Tap Room, 2100 Locust St.

Minnesota State University, Mankato
6-8 p.m.
Budwiser Brewhouse – First Floor, 601 Clark Ave., Unit 101

Missouri Valley College
5:15 p.m.
TGI Friday’s, 529 Chestnut St,

Ohio University
6:30 to 8:30 p.m.
Tigin Irish Pub & Restaurant, 333 Washington Ave.

Old Dominion University
8-11 p.m.
Morgan Street Brewery – Golden Pilsner Room, 721 N. 2nd St.

Penn State University
7-10 p.m.
Morgan Street Brewery – Golden Pilsner Room, 721 N. 2nd St.

Purdue University
8-9:30 p.m.
Jack Patrick’s Bar & Grill, 1000 Olive St.

Seton Hall University Alumni & Preceptor Reception
7:30-9:30 p.m.
Hyatt Regency St. Louis – Grand Ballroom A, 315 Chestnut St.

Springfield College, Springfield MA
7-9 p.m.
Gio’s Ristorante & Bar, 701 Market St.

University of Arkansas
7-9 p.m.
Morgan Street Brewery

University of Central Arkansas
5-7 p.m.
Big Daddy’s on The Landing, 118 Morgan St.

University of Findlay
6:30-8:30 p.m.
Maggie O’Brien’s, 2000 Market St, Appetizers provided. Hope to see you there!

University of Florida
8 p.m.–midnight
Morgan Street Brewery – Biergarten, 721 N. Second St.

University of Indianapolis
9-11 p.m.
Rosalita’s Cantina, 1235 Washington Ave.

University of North Dakota
7:30-9:30 p.m.

University of Northern Iowa
5:30-7:30 p.m.
Ballpark Village – The Grotto on the Roof

University of Tennessee at Chattanooga
5:30-7 p.m.
Bridge Tap House & Wine Bar, 1004 Locust St.

University of Wisconsin – La Crosse
9 p.m.–midnight
The Dubliner – Dublin Room (First floor, left side)

University of Wisconsin Madison
6-8 p.m.
Budweiser Brew House, 601 Clark Ave., the Ball Park Village

West Chester University of Pennsylvania
4-6 p.m.
Morgan Street Brewery, 721 N 2nd St.

By Beth Sitzler

THINGS TO DO IN ST. LOUIS

Welcome to the Gateway City! During the next three days, you will become acquainted with the downtown area as you venture from the America’s Center Convention Complex, Renaissance Grand and Hyatt Regency as you attend various educational sessions, presentations, networking events and other convention events.

While NATA 2015 has plenty to offer, you may need to take a break and get a change of scenery. Luckily for you, downtown St. Louis has much to offer in regards to history, culture, dining and entertainment. You may be familiar with the staples – Gateway Arch, Busch Stadium and the Edward Jones Dome – but here are four more downtown attractions to check out:

1. Laclede’s Landing: The oldest district in St. Louis and steps from the Gateway Arch, Laclede’s Landing offers nine-blocks of restaurants, bars, shopping, entertainment and history. Laclede’s Landing hosted the NATA Research & Education Foundation Block Party last night! For more information, visit www.lacledeslanding.com.

2. Forest Park: Dedicated in 1876, Forest Park was the site of the 1904 World’s Fair. At 1,300 acres, it is 500 acres larger than Central Park in New York City. Within the park you’ll find everything from a zoo and golf course to concerts and jogging trails. For more information, visit www.forestparkforever.org.

3. Anheuser-Busch Brewery: Although it is one of the oldest and largest breweries in the nation, the Anheuser-Busch Brewery has more to offer than cold brew – it is also home to three National Historic Landmarks: The Old School House, Brew House and Clydesdale Stable. These sites, as well as the cutting-edge brewing facility, can be toured. For more information, visit www.budweisertours.com.

4. Cathedral Basilica of St. Louis: Built in the early 1900s and still a working church still today, the Cathedral Basilica of St. Louis is world famous for its mosaic walls and ceiling. About 41.5 glass tesserae pieces comprise the installation, making it the largest in the world. For more information, visit www.cathedralstl.org.

Bonus: Circus Flora discount for NATA members
NATA attendees get discounts to Circus Flora, which blends elements of traditional European circus with modern theater techniques. In June, the show is “One Summer on 2nd Street,” and tells the story of one Ukrainian family living through the Jazz Age. For more information on Circus Flora, visit www.circusflora.org. For discount tickets, use the code “NATA” on www.metrotix.com.
The Hot Product Pavilion is a must-see destination at the NATA convention. Located right outside the AT Expo (Hall I) in Crossroads Corner, the HPP is a great place to peruse the latest sports medicine products at your own pace. Our Hot Product Pavilion is bigger and better than ever in 2015, so make sure to stop by to learn about the following innovative products:

**Active Ankle, Booth 1815**
AS1 Pro
AS1 Pro features a performance fit that implements a more ergonomic cut for improved support and control. The speed lacing system uses coated round laces that allows for quicker application and removal. Vertical strapping system helps secure ankle and reduce the risk of injury. Fits right or left foot.

**Alert Services, Booth 1213**
Outdoor Boss with Transport Cart
Our self-contained Outdoor Boss with an all new cart is now available! Affordable, versatile, portable, rehydrate athletes at home and on the road. Fits 10 or 7 gallon round, twist-top coolers - just replace cooler top with lid assembly incorporating pump. Contains four drinking stations.

**Alert Services, Booth 1213**
Nicotine CRYO2
NICE ICE CryoRoller is used for application of cold therapy for 24-48 hours after acute injury. Reduces recovery time as part of a rehab program following injury. Decreases inflammation by inhibiting fluid filtration into interstitium via vaso-constriction. Decreases pain and muscle spasm, muscle mass, rate and intensity. Massages contusions and plantar fasciitis. Treats small, local bruises and shin splints. Effective for arthritis, bursitis and tendinitis.

**All-Star Sporting Goods, Booth 2236**
Core Sleeve
A New Treatment for Concussions, Migraines, Performance/Recovery and More. Trauma accumulates over time from repeated impacts during practices and games. The CryoHelmet by uses cold therapy to treat some of the inflammation that occurs with these injuries. Therapeutic hypothermia is a rapidly growing field in medicine. For the most up-to-date research, please visit www.icyourhead.com.

**Ambra Le Roy, Booth 2516**
Gentle Band Short Stretch Bandage
The Gentle Band short stretch bandage is a 100% cotton wrap that differs from traditional elastic wraps used in sports medicine. Our unique construction treats traumatic edema through an active and resting phase of compression. The applied pressure can help aid in the body’s re-absorption of existing fluid and reduce swelling.

**Ari-Med, Booth 1630**
A35 Aatomized Brief
Based on our Deluxe Messenger Brief, this bag functions as a small travel med bag or an emergency kit. Lay flat design opens to multiple sleeves and pouches for organization. Sized to fit an AED. Carry handles with a leather handle wrap and pouches for organization. Sized to fit an AED.

**Biowave, Booth 722**
BiowavePRO®
BiowavePRO® and BiowaveHOMEP® are advanced pain therapy systems that deliver therapeutic electrical signals into deep tissue to block transmission of pain, increase ROM and reduce stiffness and muscle spasms up to 24 hours following a 30-minute treatment. Multiple treatments provide a cumulative benefit. Biowave is used during AROM, PROM, exercise and stretching to facilitate rehabilitation. Biowave facilitates motion and mange pain simultaneously. Come see why over 85% of teams in the NFL prefer BiowavePRO.

**Breg, Booth 2233**
Axion Elite
Axion Elite braces are designed for athletes who do not compromise on performance. The rigid, durable, dual-upright braces are low profile and contour to the leg for full-bodied support and stability. Delivering either dynamic tibial control or traditional ligament support, the Axion Elite provides stability when it’s needed most.

**Breg, Booth 2233**
Hinged Wrap
Taking the traditional lace-up ankle brace to the next level of support, the Hinged Wrapactor includes a semi-rigid hinge to promote natural movement and help prevent painful ankle inversion. Built from high-quality ballistic nylon and breathable mesh, the Hinged Wrapactor is designed for durability and improved control.

**Cardea Screen, Booth 2036**
CardeaScreen
CardeaScreen is a new ECG device designed for cardiovascular screening of athletes. The system is easy to use, provides accurate results with low false negative rates, and assists in the identification of abnormal cardiac conditions that may lead to sudden cardiac arrest.

**Cardiac Science, Booth 2610**
Powerheart G5
The Powerheart G5 from Cardiac Science is the first FDA-cleared AED to combine fully automatic shock delivery, dual-language functionality, variable escalating energy, and fast shock times. This provides a gradual release of electrolytes as body needs them, avoiding high localized concentrations in the gut. The Powerheart G5 can be taken prior to training and competition, reducing fatigue and cramps and improving performance.

**Fat-Tool, Booth 925**
Complete Professional Series Set
The FAT Tools are the only instrument Assisted Fat Reduction known to the body. The device has a patented textured surface. This allows the tools to have a stronger coefficient of friction to grab and move tissue more effectively. This allows for a less painful and less traumatic treatment for the athletes. They are also the cheapest tools available.

**Game Ready, Booth 815**
C-T Spine Wrap
The all-new innovative Game Ready® C-T Spine Wrap enables a non-surgical treatment of the neck and spine. Delivering effective cryotherapy and targeted pneumo compression for better surface contact, the C-T Spine Wrap means faster healing and better recovery for spine injuries.

**Game Ready, Booth 811**
The Game Ready® GPR 2.1 System
Beyond passive cold and compression applications, Game Ready® is the proactive power to help manage pain, heal faster and recover better. Game Ready’s innovative ACCEL® Technology combines active compression and cold therapies in a revolutionary treatment system. Get back in the game faster with Game Ready.

**Gatorade, Booth 1607**
NEW! Mint Chocolate Crunch Whey Protein Bar
Newly reformulated with a new chocolate swirl filling, the Mint Chocolate Crunch Whey Protein Bar 240g comes with 20 grams of great tasting, high-quality whey protein. When eaten right after practice or competition, it provides muscles with essential amino acids needed to help rebuild and recover. Stop by the Gatorade booth in the Exhibit Hall for a sample and an opportunity to learn more about nutrition’s role in injury recovery during our “Expert Chat” sessions (see schedule at booth). Visit Gatorade.com for more information.

**Gatorade, Booth 1607**
Vector MouthGuard with ESP Chip Technology
Empowers players to perform at their best. The Vector MouthGuard with ESP Chip Technology measures the impacts a player’s brain experiences during play. Transmitted in real-time to a trainer or physician on the sidelines, this data means less guesswork, more coachable moments, and smarter, safer games.

**Hyperice, Booth 836**
Vyper
The VYPER is a cutting-edge fitness and recovery device which uses a combination of pressure and vibration to improve the body’s overall performance. The VYPER is used by the world’s best athletes, such as Lebron James, Blake Griffin and JJ Watt, to enhance range of motion, flexibility and recovery.

**11Biometrics, Booth 716**
Vector MotionBank
At 11 Biometrics, we have the technology that empowers players to perform at their best. The Vector MouthGuard with ESP Chip Technology measures the impacts a player’s brain experiences during play. Transmitted in real-time to a trainer or physician on the sidelines, this data means less guesswork, more coachable moments, and smarter, safer games.

**Incrediwear, Booth 1940**
Incrediwear Recovery Leg Sleeve
Our non-compressive recovery leg sleeve is hospital tested to increase tissue perfusion 31% at rest. Used by top orthopedic surgeons for ACL recovery and professional sports teams like the Golden State Warriors. Great for post workout recovery and to get athletes back on the field as quickly as possible.

**ING Source, Booth 2628**
The Foot Gym

**J Wedge, Booth 1040**
A New Approach to Wristbrace Innovation
The J Wedge is an inexpensive, non-invasive stretching tool developed by a runner and physical therapist to train the kinetic chain. When used correctly, it provides a consistent stretch to the different regions of the plantar fascia at the optimum angle for treating heel pain.

**La Pointe International Ltd, Booth 1123**
LP EMBIOZ WOMEN’S CORE SUPPORT COM- PRESSION TANK
Power System fits the contours of shoulders, medial scapula, back, abdomen, and lower back to enable precise engagement of core muscle and deeper tissues. Improve proprioception and increase coordination, power and explosiveness of every spike, shoot, bump, and dig. Seamless, Dual Comfort System

Continued on page 14
Hot Product Pavilion

McDavid, Booth 2329
McDavid Dual Compression™
Technology that supports with refined kinesiology thinking in an easy-on, easy-off sleeve. Compression material is integrated with compressive support tape and focused on specific joints and related ligaments, tendons and muscles. Dual Compression™ mimics the basic function of kinesiology tape in a simplified slip-on version.

Multi Radiance Medical, Booth 2504
GameDay laser with New Colored Protective Sleeves
Prevent Injury - Increase Performance. Learn how the GameDay laser helped 2015 CrossFit® Regional Champion Scott Punckis in the Minneapolis qualifying games. Combine that with your skills and imagine how much your athletes will win! GameDay Super Pulsed Laser by Multi Radiance: Now available in multiple colored Protective Sleeves. GameDayLaser.com

Myofascial Releaser, Booth 2410
Myofascial Releaser Combo Set
Myofascial Releaser makes the most innovative, ergonomic, and versatile IASTM tools. Ergo, The Original and The Ellipse4 with 6 functional edges each. Micro with 4 functional edges and Tribar with 3 functional edges.

Neuromuscular Technology, Booth 2808
IsoBALANCE and IsoNEUROLOGY
IsoBALANCE and IsoNEUROLOGY perform balance testing, provide postural rehabilitation challenges, test neural function and measure nystagmus. IsoBALANCE and IsoNEUROLOGY provide meaningful measurements in a combined protocol that can be completed in 5 minutes to help make return to play decisions following a concussion/mTBI event.

NormaTec, Booth 1514
Pulse
NormaTec has raised the bar in rehab and recovery again with the introduction of the Pulse and Pulse PRO - a new line of dynamic compression recovery systems. Packed with new technologies and features, NormaTec continues to innovate and deliver cutting edge modalities for the modern training room.

Perfect Pitch and Throw, Booth 627
The Rope Perfect Pitch & Throw
Perfect Pitch and Throw designed for baseball and softball athletes improving throwing confidence, velocity and accuracy, no from improper throwing mechanics. Utilized by major league baseball teams and rehab/therapy professionals country-wide, the tactile, auditory and physical feedback allows athletes to adjust pitching and throwing techniques preventing development of bad habits resulting in fatigue and/or injury.

The Pickle Juice Company, Booth 2340
2.5 oz. Extra Strength Pickle Juice Shot
The Extra Strength Pickle Juice Shot was developed with portability and function in mind. This extra fortified product contains higher per volume electrolyte levels than the original Pickle Juice Sport (up to 15x other sport drinks)! This product has been proven to be amongst the best available remedies for fighting muscle cramps.

The Pickle Juice Company, Booth 2340
16 oz. Pickle Juice Sport
Pickle Juice Sport was formulated specifically to help relieve muscle cramping. Available in 8 oz. bottles, 16 oz. bottles and 55 Gallon drums for team applications. Pickle Juice Sport is fortified with additional Electrolytes and Vitamins to maximize function.

PowerPlay, Booth 1937
PowerPlay Pro Pack
PowerPlay™ is the most portable, affordable cold and compression therapy system available. The compact device has three ports offering cold and intermittent, sequential compression to reduce pain and swelling, allowing athletes to get back in the game faster. The PowerPlay Pro Pack includes two pumps, two insulated bags, two extender tubes, one of each joint wrap, and an additional gel pack for each wrap.

Powered by ROAR, Booth 1840
XG4
The XG4 is a carbon composite performance insert that is designed to focus the downforce that an athlete generates during athletic activity. It is designed to seamlessly replace the standard insert that comes with athletic shoes. It optimizes the phases of gait, using the principles of biomechanics to generate force to propel the athlete in whatever direction they want to go.

PreventaMed Technologies, Booth 927
Heat Stress Safety Kit and Infinity Line by Infinity™
The [x]temp Heat Stress Safety Kit is an emergency first response for serious incidents of heat exposure. Be prepared to respond and protect your student athletes. Our Infinity line products have limitless applications for safe, simple and rapid cooling. Combining Solo, Duo and Vier cooling packs with strap sets, the [x]temp Infinity line of products are multifunctional and ideal for rehab or injury recovery.

The Pronator, Booth 2527
The Pronator
Challenges the Potential of Your Strength. This hand held tool could be the key in your arsenal against upper extremity weakness. Ideal for throwing athletes, it will assist in building wrist, forearm and shoulder strength like never before. Use any coated dumbbell or resistance band that you already own, making your equipment more effective!

Pro-Tec Athletics, Booth 2527
The Pronator
The Pro-Tec Athletics Challenge the Potential of Your Strength. This hand held tool could be the key in your arsenal against upper extremity weakness. Ideal for throwing athletes, it will assist in building wrist, forearm and shoulder strength like never before. Use any coated dumbbell or resistance band that you already own, making your equipment more effective!

The Pronator, Booth 2527
The Pronator
Challenges the Potential of Your Strength. This hand held tool could be the key in your arsenal against upper extremity weakness. Ideal for throwing athletes, it will assist in building wrist, forearm and shoulder strength like never before. Use any coated dumbbell or resistance band that you already own, making your equipment more effective!

R3 Ankle Systems
The R3 Ankle Systems brings the best design in a functional support together with state of the art technology in 3D Scanning and Printing for the first truly functional custom molded ankle brace platform. Available in off the shelf and custom molded versions, the enhancements of this design translate to superior performance in reducing both the number and severity of ankle injuries. See it at Booth 2528.

Rhino Super Cart, Booth 1443
RM2 Rhino Medical SuperCart
RM2 Rhino Medical SuperCart, 2-piece: Now our Medical SuperCart can transform into a separate massage table and utility cart. It’s perfect for away games.

Rhino Super Cart, Booth 1443
RCC Rhino CargoCart
RCC Rhino CargoCart: Transports a huge amount (800 lbs) of game day equipment. Transforms into (3) different positions to best suit your needs.

Riddell’s InSite Impact Response System
Riddell’s InSite Impact Response System is a football helmet-based sensor technology that alerts the sideline when a player experiences impacts that may put them at an increased risk of injury. It provides actionable information about an athlete’s on-field head impact exposure, which helps to reduce the opportunity for undiagnosed injury.

Sam Medical, Booth 923
ChitoSAM Active
ChitoSAM Active is a high performance hemo-static dressing, which is designed to stop bleeding fast. Unlike some hematicostic dressings, ChitoSAM Active is made of non-woven, 100% chitosan. It is easy to use, extremely effective, and safe.

SCR Sports Inc., Booth 2622
AQUILOR
AQUILOR is a cryo-compression suit that combines the cooling benefits of cryotherapy with compression to enhance performance, help reduce injury and deliver athletes the ultimate recovery experience. The Aquilo System consists of a small, portable power unit and hand crafted compression pants made of high-quality, medical grade materials.

Stopain® Extra Strength Pain Relieving Gel
Stopain® Migraine Topical Pain Relieving Gel
Stopain® Migraine is the first topical migraine product on the market and delivers fast relief of migraine pain. It begins working as soon as it’s applied and can be used at any stage of your migraine. Experience safe & effective relief in a non-drowsy formula with no known drug interactions.

Stopain® Professional Topical Pain Relief
Stopain® Professional Pain Relief gets your athlete back in the game FAST! The gel formula contains unique penetration enhancers and comes in a sweat resistant formula that’s compatible with ultra-sonic gel and equipment. Stopain also comes in spray and roll-on applications and all products contain 8% Menthol, MSM & Glucosamine.

Zetox, Booth 2405
SAM – Sustained Acoustic Medicine
SAM is wearable, long duration ultrasound therapeu- tic technology to aid in recovery and accelerate the body’s natural recovery processes. It is the first device to allow multiple hours of continuous ultrasound benefit while mobile and active. Designed to increase the recovery speed in soft tissue injury without the use of drugs and is the first medical device cleared by the FDA for multi-hour ultrasound treatments.

Troy Healthcare, LLC., Booth 2928
Stopain® Extra Strength Pain Relieving Roll-On
Stopain Extra Strength Top 3oz. Roll-On delivers fast, temporary relief from muscle aches, sprains, strains and joint and back pain. It is formulated with the proven pain-relieving benefits of menthol (8%) and contains glucosamine and MSM. The soothing roller-ball applicator is ideal for self-massage and keeps hands clean.

Troy Healthcare, LLC., Booth 2928
Stopain® Extra Strength Pain Relieving Spray
Stopain Extra Strength 4oz. Spray delivers pain relief right where you need it! The 360 degree spray works on contact at every angle to provide fast, temporary relief of your athlete's muscle and joint pain. Get the proven pain-relieving benefits of menthol (8%), plus glucosamine and MSM.
Introducing the **NEW** HydroWorx 300

Water therapy & performance, now available for anywhere! Check it out or take it for a spin at **Booth #1723**.

- Underwater treadmill with speeds ranging from .1-10 mph
- Resistance therapy jet with deep tissue massage
- Freedom to perform multi-planar activities
- Construction-free: fits through 36” doorway
- Warm water temperature offering a rehabilitation advantage

**Visit us at Booth #1723** to register to **WIN** a FREE PolarPlunge pool!
Drawing held Thursday, June 25th at 11:30am. Must be present to win.
 ALWAYS BE PREPARED

Three separate compartments allow you to organize your bag efficiently and avoid the mess in a single compartment.

Storage Compartments

Designed to keep small instruments and first aid supplies easily accessible.

Individual Storage Trays

Removable compartment that provides versatility to carry medications, diabetic supplies, or any athletic training supplies.

Thermal Insulated Compartments

Tuf-Tek™ Backpack

When an injury occurs on the field the last thing you want is to be unprepared. Cramer’s Tuf-Tek Backpack offers an abundance of space giving you access to the tools that will allow you to treat any injury that comes your way.

Cramer® trademarks are property of Performance Health and/or its subsidiaries and may be registered in the United States and other countries. Unauthorized use is strictly prohibited. ©2015 Performance Health and Wellness Holdings. All rights reserved.