

NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
Board of Directors Web Conference Minutes
1-866-642-1665
1:00 pm CST December 10, 2012

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, D10

Staff

Eve Becker-Doyle, CAE
Cate Brennan, MBA, CAE
David Saddler
John Honaman, CFRE
Kandy Cefoldo
Amy Callender
Kathy Creilly
Jordan Grantham
Dylan Orrell
Ruth Riggan

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CALL TO ORDER

President Thornton called the meeting to order at 1:02 p.m. Ten of the ten voting members were present. The requirements for a quorum were met.

OPENING REMARKS

President Thornton expressed gratitude to the board members for their service and hoped they enjoyed time with their families over the holidays.

NATA LOGO

Two main options have been put forward for the logo selection: a board vote or a member vote. Staff is prepared to put forward options in January. It is important that the association leadership owns and celebrates the new logo as a centerpiece of NATA's PR plan and promotes it unequivocally in the marketplace.

For members who have questions, the main reason for the change is that a logo with a medical orientation better reflects the profession. We want the NATA to be identified first as medical and rehabilitation concentrations.

**VOTED: THAT THE BOARD WILL SELECT THE LOGO AND BRANDING OF NATA. MOVING TO A MEDICALLY-ORIENTED LOGO IS PART OF THE COMPREHENSIVE REPORT AND PUBLIC RELATIONS CAMPAIGN RECOMMENDED BY THE NOMENCLATURE WORKGROUP.
(10, 2) PASSED 10-0-0**

NATA BUILDING UPDATE

The original contract with the sellers of the building had to be terminated because of issues related to the title and easements. NATA's counsel has been working through those issues with the seller's counsel to try to reinstate the contract. Staff attempted to negotiate a price reduction due to repairs that were needed, but the seller is not willing because the

price is good already. When we know if the contract will be reinstated, we will decide whether to negotiate an extension to our current lease.

JOURNAL OF ATHLETIC TRAINING (JAT) AND ATHLETIC TRAINING EDUCATION JOURNAL (ATEJ) EDITORIAL OFFICE

After reviewing responses to the *Journal* office RFP, the editorial staff of the *Journal* is recommending that both journals be housed at St. Louis University. The university is able to provide good office space near a library with great resources in the same building that houses the athletic training program as well as the PA, PT, and public health programs. The university's HR department will be helpful in finding an editorial assistant. The *Journal* is targeting April for the move date and beginning the search for the assistant. The relocation costs will be budgeted for in 2013. The forecasted costs for the rest of this budget cycle will increase.

**VOTED: TO ACCEPT THE RECOMMENDATION FROM THE JOURNAL OFFICE RELOCATION SEARCH COMMITTEE TO MOVE THE EDITORIAL OFFICE TO ST. LOUIS UNIVERSITY.
(9, 5) PASSED 10-0-0**

DATALYS CENTER REQUEST FOR NATA TO BECOME SUPPORTING ORGANIZATION

The Datalys Center is being required to change their tax classification, and is inviting several organizations to become supporting organizations along with the change. A full proposal will be presented in January, along with a legal opinion.

NATIONAL ATHLETIC TRAINERS' ASSOCIATION POLITICAL ACTION COMMITTEE (NATAPAC) FUNDRAISING EVENT

Director Goldenberg reported on his fundraising event for NATAPAC planned for the 2013 Annual Meeting. So far the initiative has raised \$850 and Director Goldenberg has booked his bungee jump.

INTER-ASSOCIATION TASK FORCE ON BEST PRACTICES IN SPORTS MEDICINE MANAGEMENT

The workgroup has divided into subgroups to make recommendations on five different areas. The recommendations will include supporting material like forms, checklists and other tools. The workgroup has made good progress and expects to be completing a draft in February and March. The statement will be brought to the board for approval in May and, if approved, will be published in June. One result of these discussions is that the physician members of the workgroup plan to request that an athletic trainer be included in the task force to update the Team Physician Consensus Statement jointly developed by AAFP, AAOS, ACSM, AMSSM, AOSSM, and AOASM in 2000.

The workgroup does not want to delay getting this information to the members, so it is requesting a session at the Annual Meeting to present the recommendations. The board expressed consensus that this is appropriate. Director Sailor will contact CPC Chair Kris Boyle-Walker to find out where it can be accommodated.

DISTRICT DIRECTOR BEST PRACTICES

District 2 has been focusing on how to engage and communicate with members to publicize the district's services and encourage members to volunteer. The district holds monthly Skype sessions with the director on hot topics of interest to members. The district is initiating new services including a free CEU program and a help network through which members can request advice on topics like technology or budget. Another new service is an employment resource center, through which members request help and district volunteers contact employers directly with research to support the members' employment. Director Goldenberg thanked the volunteers who have been involved.

ADJOURNMENT

The board went into a closed session, during which Eve Becker-Doyle thanked the board for the opportunity to work at NATA. The meeting was then adjourned.