

**NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**Board of Directors Minutes**  
**St. Louis, Missouri**  
**June 25, 2012**

Directors

Marjorie J. Albohm, MS, ATC  
Paul Ullucci, DSc, ATC, DPT, SCS  
Michael Goldenberg, MS, ATC  
Martin Baker, MS, ATC  
Mark Gibson, MS, ATC, PT  
Eric McDonnell, Med, ATC  
Brian Conway, ATC  
Bart Peterson, MSS, ATC  
Scott Sailor, EdD, ATC  
R.T. Floyd, EdD, ATC  
Russ Richardson, EdD, ATC  
Jim Thornton, MS, ATC, *president-elect*

Incoming

Julie Rochester, EdD, ATC *incoming D4 director*  
Kathy Dieringer, EdD, ATC, LAT *incoming D6 director*  
MaryBeth Horodyski, EdD, ATC, LAT *incoming D9 director*

Staff

Eve Becker-Doyle, CAE  
David Saddler  
Cate Brennan, MBA, CAE  
John Honaman, CFRE  
Kandy Cefoldo  
Ruth Riggan

Guests

Denise Fandel, AT, CAE, Executive Director BOC  
Susan McGowan, PhD, ATC, EMT  
Micki Cuppet, EdD, ATC, President CAATE  
Peter Koehneke, President BOC

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**CALL TO ORDER**

Marje Albohm called the meeting to order at 8:29 a.m. Ten of the ten voting members of the 11-person board of directors were present. The requirements for a quorum were met.

**OPENING REMARKS**

President Albohm welcomed everyone to St. Louis and shared thoughts on *Brag! The Art of Tooting Your Own Horn Without Blowing It* by Peggy Klaus. She thanked the Board for sharing the readings with her during her years as President.

### **COMMENTS FROM PRESIDENT-ELECT**

President-Elect Thornton welcomed everyone to St. Louis. He expressed enthusiasm about this week and the future and confidence in leadership of the Board.

### **ANTITRUST GUIDELINES**

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

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

### **CONTINGENCY ACCOUNT**

Becker-Doyle reported a balance of \$20,000 in the contingency fund. When a request for funding is made the board votes on the concept. Voting for actual funding takes place at the end of meeting.

### **VISION QUEST REPORTS**

Vice President Sailor thanked everyone for helping as workgroup leads and noted that information on the project will be shared in multiple venues throughout week, including at the State Leadership Forum and Face Time. He requested that workgroup leads be prepared to answer questions about it there and in other venues.

#### Vision Quest 1: Scope of Practice and Appropriate Terminology

The workgroup has made good progress. Their future is contingent on getting the last few states regulated. The group submitted a report on model language for practice acts.

#### Vision Quest 3: Practice, Position, Employment and Reimbursement

Group 3 has sub-workgroups based on settings to work on different ways of increasing value.

#### Vision Quest 4: Clinically Relevant Research as an Integral Part of Practice and Practice Model

Director Ullucci presented an update on the workgroup's activities. The workgroup has finished collecting published research for the white papers and is looking for a consultant to write them. Director Ullucci has talked with a prospective candidate from whom he is expecting a proposal. Initial estimate for completion of the white papers is 6-12 months. Director Ullucci summarized the Request for Proposal (RFP) on "Athletic Training Outcomes and Cost Containment within Extended Care Facilities" and discussed a possible study design. Study parameters include a Medicare-eligible population, multiple sites studied, and investigation of slip-and-fall incidents. The potential cost would be \$244,700, which is close to the \$250,000 that was requested by the workgroup last year. The funds would come from reserves. The return on investment for this study would be relevant outcomes data on functional measures for CMS, workers' comp carriers, and employers. The RFP would be issued when the Board approves it.

The Board discussed the study design and whether the study's cost was underestimated. For example, benefits were not included. The Board wanted to make sure this important study was not shortchanged. President Albohm commended the workgroup for excellent research.

### **2012 NOMENCLATURE WORKGROUP**

Director Richardson reported that the dialogue so far had been helpful, informative, and serious, and noted that more information was continuing to come in from workgroup members. Director Richardson summarized the feedback from the past presidents, the Young Professionals Committee, NATA's internal consultants, the Strategic Activities Department, the professional societies, the corporate sponsors, the previous task force, the GAC and regulatory agencies, the WFATT, the medical liaison groups, external consultants, the Hall of Fame, the PR Committee, SSATC, and CEC. Responses have been varied. Those in favor had strong caveats and concerns. The main obstacles were the practice acts and our federal legislative initiatives.

The group has been discussing legal issues such as trademarks, and has been searching for an external consultant to give a perspective from someone who is not already familiar with athletic trainers. Becker-Doyle put out an RFP

and received several good proposals. The leading candidate has a lot of relevant experience and insights and will come in on budget. The workgroup has also looked at other organizations that have changed their name or considered it.

Committee chairs have been asked to discuss the issue at their face-to-face meeting. Director Richardson noted that the chairs have been given guiding questions and requested that the board liaisons conduct the discussions. Two randomly selected focus groups will be held during the week with an open format, and Director Richardson will give a presentation at the State Leadership Forum and Face Time. The workgroup also has a meeting tomorrow. Director Richardson summarized the top three suggested choices (athletic therapist, sports medicine therapist, sports therapist), and noted that all three are problematic. He stated that if the name was changed, the alternative would need to be significantly better than the current title.

The next steps are to evaluate the reports from the committees, select a university to do consumer research to identify the level of recognition with the current title, conduct a membership survey in early fall, and then receive and review the report from the external consultant.

The Board felt strongly that the workgroup should utilize the best effort possible to investigate a name change fully and make the right decision that will not be regretted in 10-20 years. Director Richardson also felt that if the membership was to be surveyed, they would need to know all the consequences of a name change. Vice President Sailor said having more hard figures about the costs and benefits would be advantageous and would help them make an informed decision.

## **FINANCE**

### **NATA 2011-12 Audit Report**

Treasurer Gibson presented the audit report, stating it was approved at a meeting last night. He noted the new audit firm had performed a much more exhaustive and detailed audit than before. He stated that it had been a very positive process. Two of the comments in the audit report management letter have already been addressed. The committee will follow up with Meritage to make sure they are following the investment policy and find out if something needs to be changed. Next year they will make the auditing firm aware of the policy so they do not comment on it. Becker-Doyle looked at staff credit cards and their limits and made appropriate adjustments.

**VOTED: TO APPROVE THE 2011-2012 AUDIT REPORT  
(6, 5) PASSED 10-0-0**

### **Year-end financial analysis**

Saddler commended Kathy Crelly and the finance staff for their hard work dealing with a new auditor and long-term accounting staff leaving. He reviewed the financial report, noting the NATA is in a very good position. Compared with the previous year, investments did not do as well but had gains. The year ended with NATA over in many income categories, including career center, membership dues, and convention fees, and under in the majority of expense categories.

### **Finance Report**

Director Gibson reviewed the finance report for the General Session:

“I am pleased to report that NATA continues to be in good financial shape. The diligence and conservative approach of our board and staff has resulted in a performance better than our budget, with a net gain for the fiscal year that ended March 31, 2012. Our investment portfolio has improved as we maintain our conservative strategy. The overall value of our portfolio is 2.4% higher than at this time last year. Look for more details in the August issue of NATA News.”

The Board approved this by consensus.

Annual Meeting Registration Fees Increase

Director Gibson noted Finance Committee approved an increase in registration fees be submitted for Board approval. This will be the first change in eight years for certified members for early registration and in five years for certified student members, advance and on-site registration fees.

|                                 | <b>Last changed</b> | <b>Early registration</b> | <b>Advanced</b> | <b>On-Site</b> |
|---------------------------------|---------------------|---------------------------|-----------------|----------------|
| <b>Certified Member</b>         | 2005 (increased)    | +\$25 to \$235            |                 |                |
|                                 | 2008 (increased)    |                           | +\$75 to \$310  | +\$75 to \$385 |
| <b>Certified Student Member</b> | 2008 (lowered)      | No change \$99            | +\$50 to \$159  | +\$50 to \$199 |

This fee structure encourages student certified members to register early to keep costs down.

Even with the new fees, the cost per NATA convention CEU is still under \$10 (\$235 for 24 CEUs), compared to the usual cost of \$15 per CEU.

**VOTED: TO APPROVE THE INCREASE IN ANNUAL MEETING REGISTRATION FEES.  
(7, 2) PASSED 10-0-0**

Property Tax Exemption

Becker-Doyle stated that NATA was denied the exemption, which staff had expected. The consultant said we do not have to pay the consulting fee.

Settings Funds

The Finance Committee recommended eliminating the settings and reimbursement committee funds, which originated in 1993 by allocating each committee 2% per year from sponsorship revenue. In recent years the committees, other than the SSATC, are not using these funds and may not be aware of them. The Finance Committee had not funded these accounts in recent years because it was thought the accounts were at sufficient levels. The Finance Committee wants to allow the committees access to their respective funds for appropriate projects and activities through March 31, 2013, the end of the fiscal year. Any unused balances from these funds will be returned from the Foundation to the NATA. These committee chairs should submit budget requests through the normal budgeting process in future years.

As of April 30, 2012, current balances were: SSATC \$2,552, CUATC \$18,694, CEPAT \$19,011 and COR \$16,582.

**VOTED: TO ELIMINATE THE SETTINGS FUNDS AFTER MARCH 31, 2013.  
(4, 10) PASSED 9-1-0 (NO 7)**

Board liaisons should notify their committees of this action.

*Accounting Manager Kathy Crelly left the meeting.*

JATO REQUEST

Becker-Doyle presented a request from JATO's president for assistance from NATA. The objective is to position JATO and the ATC brand as the gold standard, especially in comparison to those certified by the Japanese Amateur Sports Association, and to encourage young BOC-certified athletic trainers in Japan to join JATO. Becker-Doyle proposed enhancing JATO's recognition, prestige, and credibility by allowing JATO to use the term "the NATA affiliate in Japan." Andrew Price with Venable gave an estimated cost and process summary; the total would be about \$8,000. The Board discussed funding, liability, NATA's bylaws and governing documents, and whether setting such a precedent could later cause problems. If a similar situation came up in another country whose members were BOC-certified athletic trainers, it should not pose a problem to make the same agreement with their organization.

Membership in JATO costs about \$100 and is open only to BOC-certified athletic trainers who are members of NATA. About 100 of the 394 BOC-certified Japanese nationals are JATO members.

**Voted: To license JATO to use the term “The NATA affiliate in Japan” pending legal review of NATA’s and JATO’s governance documents, filing of a trademark application for the mark “NATA” in Japan, and a licensing and affiliation agreement.  
(1, 5) Motion tabled to wait for Venable to provide information regarding potential liability exposure.**

#### **APTA LETTER UPDATE**

President Albohm she has not been able to connect with the president of APTA to discuss the response to our letter to the APTA expressing concerns relating to the APTA lawsuit. The APTA president under whose signature the letter was written has since stepped down. President Albohm also is leaving office, so the matter is now in the hands of incoming President Thornton. President Albohm believes these are valid issues and should still be addressed.

#### **SSATC SECONDARY SCHOOL WORKSHOPS AT DISTRICT MEETINGS**

The SSATC plans a reevaluation of the workshops to see if they provide good content and are worth continuing. Director Peterson noted that while some meetings are well-attended and received, some are not. The Board strongly supports promotion of the secondary school setting, whether via this program or others that reach more people.

#### **BEST PRACTICES FOR SPORTS MEDICINE MANAGEMENT UPDATE**

Director Floyd summarized the proposal for an inter-association workgroup to create best sports medicine practices for secondary schools and colleges. This document will have credibility and impact because of NATA’s acknowledged expertise in sports safety. Director Goldenberg and Ron Courson will chair the group, and it will be assigned to the Special Projects staff. The SSATC and CUATC will discuss how they want to be involved during their meetings this week. The work of the group will be handled electronically and by web conference. No significant cost is anticipated. The Board expressed consensus to move forward.

#### **CLOSED SESSION**

*The Board went into closed session until 11:10 am.*

#### **REQUEST FOR USE OF NATA LOGO ON ALEXANDRA’S PLAYGROUND (AP) VIDEO**

Becker-Doyle presented a request from Alexandra’s Playground to use NATA’s logo with a concussion video the organization has produced. Cate Brennan suggested, in keeping with precedent, that rather than give a parent advocacy group legal permission to use the logo, AP should join the Youth Sports Safety Alliance. The video can be publicized through the Range of Motion.

The Board supported this course of action.

#### **REVISED ECE RECOMMENDATIONS**

In May, the Board reviewed and provided input on the “Future Directions in Athletic Training Education: Recommendations to the NATA Board of Directors” to the ECE. Director Gibson shared the Board’s recommendations with ECE, who had accepted all the changes. After some discussion of the wording of #1d, the Board agreed their intentions had been implemented throughout the document.

**VOTED: TO ACCEPT THE REVISED ECE RECOMMENDATIONS FOR FUTURE DIRECTIONS IN ATHLETIC TRAINING.  
(6, 5) PASSED 10-0-0**

### **CEC PUBLISHING CHAIR**

The Board discussed adding a Publishing Chair position to the Continuing Education Committee to be responsible for published materials produced by the committee. The CEC's members are determined by function instead of by district, and the other members already have other duties and responsibilities.

**VOTED: TO ADD A PUBLISHING CHAIR POSITION TO THE CONTINUING EDUCATION COMMITTEE.  
(7, 10) PASSED 10-0-0**

### **CLINICAL PRECEPTOR TRAINING PROPOSAL**

The Board discussed the Professional Education Committee's proposal to create a workshop for district meetings to provide interactive training for clinical preceptors. Micki Cuppett, president of CAATE, stated this is important because Clinical Instruction Educator training is no longer required by the standards. This would provide more interactive training and be more effective because clinicians would be directly teaching clinicians. The Board requested that the committee investigate a means of filming the workshop to make it into an online training tool. This would make it available to more people, and will ensure a standardized message. The session will be piloted at the next District 4 meeting, using the funds originally budgeted for the CIE training at the educator's conference. Phase 2 of the proposal is modifying the workshop based on the D4 response, then presenting it at the other district meetings. However, this may not be feasible financially. Hence, the Board's request to reconfigure the workshop into a distance learning tool.

**VOTED: TO APPROVE PHASE 1 OF THE PROPOSAL AND ASK THAT THE COMMITTEE PRESENT ALTERNATIVES FOR CONVERTING THE WORKSHOP INTO A DISTANCE-LEARNING FORMAT FOR PHASE 2.  
(10, 3) PASSED 10-0-0**

### **REVISITING JATO REQUEST**

Becker-Doyle presented an email received from Venable regarding the questions that the Board had asked earlier about liability and costs. The email described steps NATA should take and points that should be included in the affiliation agreement, which Venable would provide.

Becker-Doyle suggested moving forward by creating a licensing agreement in line with NATA's bylaws. The affiliation agreement should list the criteria under standards and requirements, so that if JATO changes its membership requirement that to join, you must be a certified member of NATA, JATO can no longer be an affiliate. If other countries' organizations also require NATA membership, this could be a model agreement to promote worldwide relationships. The Board would look at the cost of these relationships on a case-by-case basis.

**VOTED: TO LICENSE JATO TO USE THE TERM "THE NATA AFFILIATE IN JAPAN" PENDING LEGAL REVIEW OF NATA'S GOVERNANCE DOCUMENTS, FILING OF A TRADEMARK APPLICATION FOR THE MARK "NATA" IN JAPAN, AND IMPLEMENTATION OF A LICENSING AND AFFILIATION AGREEMENT.  
(1, 5) PASSED 10-0-0**

*Later in the meeting, \$8,000 was approved for this purpose.*

### **CHANGING OF THE GUARD**

President Albohm presented recognition plaques to Directors Floyd, Gibson, and Conway and thanked them for their service. She officially welcomed incoming Directors Dieringer, Horodyski and Rochester.

President-Elect Thornton expressed pride in the Board's accomplishments and their service to moving the profession forward. He expressed appreciation for President Albohm's hard work and many accomplishments.

Albohm turned the meeting over to President Thornton.

President Thornton welcomed the new board members and expressed confidence in their abilities to represent their districts and lead the association.

**2012-13 SECRETARY/TREASURER**

**VOTED: TO AFFIRM DIRECTOR ULLUCCI AS 2012-13 SECRETARY/TREASURER.  
(2, NO SECOND NEEDED) PASSED 10-0-0**

**NOMINATION/ELECTION OF 2012-13 VICE PRESIDENT**

Director Richardson nominated Vice President Sailor. There were no other nominations, so Vice President Sailor was deemed elected. President-Thornton expressed appreciation for Scott's work on Vision Quest.

**ADJOURN**

President Thornton adjourned the meeting at 2:37 p.m.

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Directors

Jim Thornton, MS, ATC  
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Michael Goldenberg, MS, ATC  
Martin Baker, MS, ATC  
Julie Rochester, EdD, ATC  
Eric McDonnell, Med, ATC  
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Kandy Cefoldo  
Ruth Riggan  
Lori Marker, CMP, CEM

Guests

*Jack Weakley, Johnson & Johnson*  
*Ben Borsellino, Johnson & Johnson*  
*Jim Garofalo, Gatorade*  
*Denise Fandel, AT, CAE, Executive Director BOC*  
*Susan McGowan, PhD, ATC, EMT*  
*Micki Cuppet, EdD, ATC, President CAATE*  
*Peter Koehneke, President BOC*  
*Mark Hoffman, President NATA Foundation*  
*Rachael Oats, Director NATA Foundation*  
*Craig Denegar, Journal of Athletic Training*

**CALL TO ORDER**

Jim Thornton called the meeting to order at 9:30 am. Ten of the ten voting members of the 11-person board of directors were present. The requirements for a quorum were met.

**EXECUTIVE SESSION**

*The Board went into executive session until 10:09 am. President Thornton called the meeting to share his management philosophy, goals and expectations for the Board during his tenure.*

**FOUNDING STRATEGIC PARTNER COMMENTS – JOHNSON & JOHNSON**

Jack Weakley reviewed who would be representing J&J in dealings with the NATA after his retirement and noted that J&J management was impressed by the scope of the convention. He expressed appreciation of JR Martinez, the exposure they received through the convention, and President Thornton's remarks emphasizing the importance of an athletic trainer in every high school. He stated he is looking forward to the continuation of J&J's relationship with NATA.

Ben Borsellino expressed appreciation of the Board for the warm welcome. He firmly believes in their relationship with NATA and support of the profession and has no plans to make any changes.

The Board thanked Weakley for his service and commitment to NATA, congratulated him for his career and accomplishments, and welcomed Borsellino.



### **ANTITRUST GUIDELINES**

**VOTED: TO ACKNOWLEDGE THE GUIDELINES DELINEATED IN THE ANTITRUST STATEMENT  
(7, 2) PASSED 10-0-0**

### **FOUNDATION UPDATE**

President Thornton thanked Rachael Oats and Mark Hoffman for their work for the Foundation and the successful breakfast event this morning. Hoffman thanked the Board for their support of the Foundation. He looked forward to working with President Thornton.

Hoffman gave a positive report of the Foundation's work, including the Donor Reception, 34 capital campaigns, 62 scholarships and 16 grants this year, and another outcomes grant. The research committee will now meet once a year as opposed to twice a year. The Foundation wants to take more of a developmental approach to help researchers learn to make a more attractive grant.

Hoffman reviewed the progress of NATANATION. The Datalys project is now active and gaining speed. In the end they will have four years of surveillance data and three years of outcomes. A presentation to members is scheduled at next year's meeting about the project. The Foundation decided to step back from the Vision Quest 4A RFP because they were not supporting it in the way that was needed. The NATA workgroup's goals were different from the Foundation's, and it was felt the Foundation was being more of a negative force than a positive one. Director Baker asked if the Foundation could have a role in managing the RFP, and Hoffman stated that they would be willing to help if asked.

### **JOURNAL OF ATHLETIC TRAINING**

#### Publication Numbers

Craig Denegar presented a summary report of manuscripts submitted and accepted by the *Journal*. He envisions an increasing workload because the number of submissions has been growing. The number and quality of manuscripts from other countries was impressive and a good sign for *JAT*.

#### Allen Press Contract

Denegar briefly discussed the new publishing agreement with Allen Press. Allen Press is a high-quality publications management company and it has committed to making *JAT* the best it can be.

#### E-print Service by January 2013

In 2013 the *JAT* will be ready to publish electronically ahead of the hard copy. This is incredibly important because authors cannot publicize their articles until they are documented publicly. Some authors have gone to other journals because of backlog issues. This move will put the *JAT* back with the industry standard.

#### Publication office

The *JAT* is changing offices to free up resources for more staff. The RFP to find a new office is out and they plan to find a new location this fall.

Denegar briefly discussed the stature and reviewing process of *JAT*, noting that rejecting some papers without sending out to reviewers is standard practice for the industry. The editorial board is working on creating a process to funnel inappropriate articles to more suitable journals in the publishing partnership, such as *ATEJ*, so the author does not have to go through a second submission process. This partnership between the *JAT* and *ATEJ* will help *ATEJ* become a high-quality journal.

John Honaman noted the net loss of *JAT* has decreased as revenue has come closer to meeting expenses over the past year.

### **WFATT AND INTERNATIONAL COMMITTEE UPDATES**

Larry Leverenz reported on WFATT's new executive committee and three new educational institution members. Current initiatives include global program recognition, which will improve outcomes and subject matter of

accredited programs, and global practice analysis. Leverenz announced a conference on concussion in July put on by the Olympic Committee. The 2013 WFATT World Congress has been cancelled because of the economics in southern Europe. WFATT is seeking bids for the 2014 Congress. The theme will center on educational programming and professional practice standards and will include global recognition and practice. The 2013 Pan Pacific Conference of Medicine and Science in Sport is in February in Honolulu.

Greg Zuest gave a report on the International Committee, which wants to become more proactive and do more promotion. The Committee is planning to break into two subgroups; one will focus on education, and the other will focus on promotion of athletic training and NATA internationally.

#### **JATO REQUEST FOLLOW-UP**

More facts and figures have been received about JATO's situation. JATO has 150-170 members. Membership has been decreasing recently. More than 300 BOC-certified individuals work in Japan. The other issue is JASA, which has created a credential for Japanese athletic trainers. JASA has about 1600 certified members and is adding about 130 each year. The organization limits who can be JASA-certified. More and more employers are requiring JASA certification, which limits jobs for JATO members. The president of JATO was pleased with the Board's decision, and understands that it is pending legal review and paperwork submitted by JATO.

Director Peterson asked staff to investigate the possibility of creating an international district, to help with JATO's recruitment efforts. The exchange rate may be an obstacle.

#### **HONORS AND AWARDS COMMITTEE REVIEWS AWARDS FORMAT**

##### **Make Specialty Awards Committee District-Based**

Director Ullucci stated that Chuck Kimmel has asked the Board to make the HOA committees as diverse as possible in age, gender, race, and setting. Director Richardson stated that it would be difficult to replace people who were leaving with the correct "type" of person. Director Ullucci clarified that it will not be that prescriptive, and the best person for the job should always be chosen.

**VOTED: TO MAKE THE SPECIALTY AWARDS COMMITTEE DISTRICT-BASED.  
(2, 6) PASSED 10-0-0**

##### **Distinction between Hall of Fame and Most Distinguished Athletic Trainer**

The committee is working on strategies to create a distinction between the Hall of Fame and Most Distinguished Athletic Trainer Award. Consequently we should elevate the status of MDAT. It is likely that moving forward, MDAT will be the highest award most members will be able to achieve. MDAT will be a doers' award, while HOF will be an award for impact on the profession. The criteria for the Hall of Fame will likely not change, but the selection process will. The committee is highly motivated to make sure that the selection process is objective and that the best people are recognized.

Kimmel suggests having newly appointed committee members start sitting in on meetings six months early to learn the scoring rubric and practice grading applications. This should have no discernible cost impact. The Board agreed by consensus to proceed with this suggestion.

#### **FEDERAL LEGISLATIVE AND REGULATORY UPDATE**

Director McDonnell acknowledged Amy Callender's hard work on the PAC breakfast and having a record number of attendees.

Jim Twaddell gave an update on NATA's work in DC, the things DBR is working on and what has been accomplished so far. He gave an overview of the status and significance of the ACA's provisions and the implications for Medicare and NATA's campaigns during the presidential and congressional elections. On July 12, DBR will offer a webinar on the implications of the Court's decisions for health care organizations. Twaddell noted obstacles presented by the political atmosphere, financial issues and the number of legislators retiring. He discussed how to respond to spending cuts. Outcomes-based patient-centered research will be very helpful.

Hill Day was a great success and the Youth Sports Safety Alliance and Summit have increased NATA's influence and recognition in Congress. Some progress has been made on ATEAM. Regulatory issues are becoming more important and DBR will be helping NATA address them more aggressively.

Callender reviewed the updates to the "Know Us Like Us Trust Us" chart, and requested the support of the Board through social media and re-Tweeting NATA's announcements. She will continue meeting with members of Congress to see what can be accomplished during the lame duck session. Twaddell asked for the Board's support getting members' assistance in the grassroots area. NATA has a toolkit on the website with samples and tips on how to contact members of Congress.

Director Rochester asked about the plans for next year, and Callender explained there would be a hill day for external stakeholders as part of the National Action Plan for Youth Sports Safety at the beginning of February, as well as NATA's own Hill Day at the end of February. She expressed confidence that this would be effective at getting NATA's message across to the new members of Congress.

Director McDonnell asked if NATAPAC would be making contributions to the members on the "Know Us Like Us Trust Us" chart, and Callender said they would be considering where PAC money would be most effective.

Director Peterson asked about the impact on health care legislation by a Romney administration. Twaddell stated that Romney had not put forth a detailed plan, but DBR and staff were looking at how to respond to what the Republicans in Congress were currently doing.

Director Ullucci asked if the Vision Quest outcomes research would still be helpful after health care reform, and Twaddell stated that outcomes research is vital for validating the value of the profession for ATEAM, especially that targeted to a Medicare-eligible population. Other outcomes research can be effective for other objectives.

#### **FOUNDING STRATEGIC PARTNER COMMENTS – GATORADE**

Jim Garofalo thanked the Board for a great week and for the NATA's support of Gatorade's goals and products. He discussed how Gatorade was reframing itself as a hydration and nutrition company, and described some of the recent product innovation launches. Gatorade is renewing its focus on GSSI and investigating how to expand it and get experience, knowledge and expertise to every athlete. Gatorade is continuing to drive its scientific agenda and servicing the needs of athletes across the world through products and education. Garofalo expressed hope for a bright future ahead, and stated he wants to continue to work with NATA to elevate the relationship and find things to partner on.

President Thornton thanked Garofalo for his involvement and commitment. Director McDonnell noted that Gatorade's summer camp had been having a great impact.

#### **2012 ANNUAL MEETING REPORT**

President Thornton commended Lori Marker for her excellent job coordinating the convention.

Marker presented registration stats. She noted that total attendance was up, but the number of ATs was down; however, staff had heard a lot of great feedback. She expected to set a strong record next year because many members are saving for Las Vegas. The week has gone smoothly; the facility staff and NATA staff have done well and been helpful. We had a concern about oversold hotels, but the Renaissance was able to accommodate the extra, and all member complaints were addressed to the satisfaction of the members.

Marker discussed the necessity of promoting the same location for 2015.

Director Goldenberg said some members were disappointed about the lack of finger food at the Opening Day reception, and Marker said they would re-evaluate that. Director Goldenberg asked if the convention could be moved forward a few weeks, since it was currently late in the budget cycle for secondary schools.

Becker-Doyle also expressed appreciation for Marker's work promoting the convention, and Marker commended the other staff who had worked on this.

#### **TERMINOLOGY WORKGROUP DEFINITIONS**

Director Dieringer presented the list of terminology, explaining it was an initiative of the COR terminology workgroup intended to help maintain consistent language throughout value model documents. This is a different group from the Vision Quest terminology workgroup. COR wants to continue to make progress on this and other initiatives to present to the Board.

**VOTED: TO APPROVE THE TERMINOLOGY WORKGROUP DEFINITIONS AS POSTED.  
(6, 10) PASSED 10-0-0**

#### **GATORADE**

Honaman reviewed the new Gatorade contract until 2014, and described some of the new items included. The goal is to bring them to the same level as Johnson & Johnson, and get them to increase their investment by creating a shared interest in a program so that Gatorade has a proprietary component, such as National Recovery Day. Honaman stated he looks forward to expanding and continuing this relationship.

#### **2013 BOARD LEADERSHIP TRAINING**

President Thornton stated he had heard good things from past president Smaha's leadership training workshop and feels this would be an important thing for the Board to do to help them in their roles. The total cost would be \$2500 for 8 hours of training, and President Thornton suggested it be divided between this fiscal year and the next by doing 4 hours in January and 4 hours in May. Becker-Doyle clarified the total cost for now would be \$2200 from the contingency fund, to include travel expenses. The training would be included on the meeting's agenda and would not have an impact on the length of stay.

**VOTED: TO PLAN LEADERSHIP TRAINING FOR THE BOARD DURING THE JANUARY AND MAY MEETINGS.  
(5, 4) PASSED 10-0-0**

#### **BYLAWS CORRECTION**

Becker-Doyle explained the changes proposed. The first one was to remove the sentence in article 7.2a: "The immediate Past President will be asked to participate ex officio on the Nominating Committee to cast a vote to be used in case of a tie." This provision conflicts with the P&P manual, and NATA's attorney recommended keeping the provision in the P&P manual. The other change was to strike the words "councils and task forces" from 3.4a because NATA no longer uses them.

After brief discussion, the Board

**VOTED: TO REMOVE THE WORDS "THE IMMEDIATE PAST PRESIDENT WILL BE ASKED TO PARTICIPATE EX OFFICIO IN THE NOMINATING COMMITTEE TO CAST A VOTE TO BE USED IN CASE OF A TIE" FROM ARTICLE 7.2A AND THE WORDS "COUNCILS AND TASK FORCES" FROM ARTICLE 3.4A OF THE BYLAWS.  
(9, 2) PASSED 9-0-1 (ABSTAINED 10)**

#### **P&P MANUAL**

Becker-Doyle explained the changes to the P&P manual, including changes to expense/reimbursement guidelines, project teams and workgroups, PPEC, memorial and donation guidelines, the meal allowance, outdated committee duties, financial policies, and some minor grammatical changes.

Director Peterson requested that the Sharecare initiative be included on the strategic business report in the future.

### **FOLLOW-UP ON NOMENCLATURE WORKGROUP**

Director Richardson reported that the workgroup had looked at about 22 data points so far, and would gather about the same amount of information from committee reports and other input in St. Louis, which would all be submitted by July 15. The workgroup would look at the rest of the reports in a conference call at the end of July, analyze the information, and decide how to move forward. The BOC would have their report in by the end of July, but CAATE's board does not meet until August. Director Richardson expressed appreciation for the respectful tone of the discussion so far, and stated that the workgroup would make a good decision with all the information received.

Staff was directed to compile the unanswered questions from Face Time so they could be addressed.

### **DISTRICT BUSINESS**

#### **District I**

Director Ullucci reported a total of \$34,000 in their legislative fund. New Hampshire passed a reimbursement bill, but two states are experiencing threats to licensure.

#### **District II**

Director Goldenberg announced ATSNJ is hosting a Sports Safety Summit on August 1 in New Jersey. The Summit is being broadcast live on the internet through Concussion TV and will have many opportunities for advertising and media. District II is purchasing a three minute commercial spot.

#### **District III**

Director Baker reported a problem in the district constitution. The new director would not be elected until at least February of 2013, and possibly as late as April or May. The Board discussed and expressed consensus to allow the directors candidates to participate in conference calls before the final election.

#### **District VII**

Director Peterson reported that Arizona is now the 7<sup>th</sup> state to pass a heat illness rule for high school athletic associations. Athletic trainers evacuated from the Colorado Air Force academy are safe.

#### **District X**

Director Richardson reported that licensure in Alaska was defeated at the last minute, but they are optimistic it will pass next year. He expressed hope that Blue Cross/Blue Shield reimbursement would expand to the rest of the BC/BS system.

Director Richardson shared best practices in District 10. He brought the executive board together for a retreat to brainstorm goals, ideas, and needs to improve the district's messaging and work. Each year these are revisited and modified. The leadership also delegates work to encourage involvement among the members, and has divided the district-based committees under the secretary, treasurer and director to improve communication and management. The district meetings focus on celebrating the accomplishments of members.

### **FUTURE JUNE BOARD MEETINGS**

The Board briefly discussed scheduling only two days for meetings next June, but decided to keep to the same three-day schedule.

### **THIRD-PARTY CERTIFICATIONS**

President Thornton reported that third-party certifications were discussed earlier in the executive session.

The Board has requested evidence that shows the ATC credential is devalued when athletic trainers obtain secondary entry-level certifications. Director Richardson has conveyed this information request to the strategic partners, who have asked for some time to respond.

**CAATE**

Micki Cuppett read a prepared statement from CAATE about NATA granting unauthorized permission for competencies reprint. CAATE requests a face-to-face summit between the executive directors and presidents of the strategic partners to address these concerns.

**CLOSED SESSION**

*The Board went into closed session at 3:38 pm.*

**ADJOURN**

President Thornton adjourned the meeting at 5:22 pm.

**NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.**  
**Board of Directors Minutes**  
**St. Louis, Missouri**  
**June 30, 2012**

Directors

Jim Thornton, MS, ATC  
Paul Ullucci, DSc, ATC, DPT, SCS  
Michael Goldenberg, MS, ATC  
Martin Baker, MS, ATC  
Julie Rochester, EdD, ATC  
Eric McDonnell, Med, ATC  
Kathy Dieringer, EdD, ATC, LAT  
Bart Peterson, MSS, ATC  
Scott Sailor, EdD, ATC  
MaryBeth Horodyski, EdD, ATC, LAT  
Russ Richardson, EdD, ATC

Staff

Eve Becker-Doyle, CAE  
David Saddler  
Cate Brennan, MBA, CAE  
John Honaman, CFRE  
Kandy Cefoldo  
Ruth Riggan

**CALL TO ORDER**

Jim Thornton called the meeting to order at 8:29 am. Ten of the ten voting members of the 11-person board of directors were present. The requirements for a quorum were met.

**CLOSED SESSION**

*The Board went into closed session until 10:00 am.*

**JOINT COMMITTEE MEETINGS AT ANNUAL CONVENTION**

Director Dieringer brought a request from one of the committee chairs that the Board again schedule a joint committee meeting during the annual convention, so the chairs could learn from each other and make sure they are not duplicating efforts, as well as communicate concerns to the Board. They also suggested a conference call, in case some people could not attend a meeting at the convention because of other events. The Board discussed holding a meeting on Monday or a luncheon Tuesday. Each chair could present their goals, accomplishments and ideas. We could also have a conference call mid-year to check in. Staff will investigate mechanisms and bring them back for discussion.

**BYLAWS CHANGES**

Director Goldenberg asked for confirmation that the bylaws changes do not need to be approved by the districts. Eve Becker-Doyle confirmed technical corrections do not need to go to the districts for a vote.

**FOUNDATION INVOLVEMENT WITH VISION QUEST 4A**

Director Baker asked again that the Foundation return to the NATA Vision Quest 4A group. The Board discussed this and agreed the workgroup could benefit from the Foundation delegates' expertise. Director Ullucci had discussed this with Mark Hoffman, who had agreed that because of the changes to the RFP, the Foundation was more comfortable getting involved.

**VOTED: TO HAVE THE FOUNDATION BE INVOLVED WITH VISION QUEST 4A IN AN ADVISORY CAPACITY.  
(10, 4) PASSED 10-0-0**

**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 THE MAY 10-11, 2012 BOARD OF DIRECTORS MEETING.
- POSITION STATEMENT ON LIGHTNING SAFETY FOR ATHLETES AND RECREATION 2012.

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

**INSTITUTING DISTRICT-BASED STRUCTURE IN ALL COMMITTEES AND WORKGROUPS**

Director Richardson stated that, as the Board continued to evaluate the effectiveness of Involve/Evolve, he believed it was important to have district representation on each committee to improve communication and director awareness of the issues involved. He recommended making sure that a wide variety of people were involved with each committee. Becker-Doyle stated that PPEC might have to be an exception, since not every district had graduate level programs.

After much discussion, the Board

**Voted: To move all committees to a district-based structure.**

**(10, 7) 5-5-0 (No 1, 4, 5, 8, 9) President Thornton cast a negative tie-breaking vote to defeat the motion.**

**VOTED: TO REVIEW ALL COMMITTEES WITH THE INTENT OF MAKING THEM DISTRICT-BASED. CHAIRS WILL BE ASKED TO PROVIDE A RATIONALE IF THEY DO NOT FEEL IT IS APPLICABLE.**

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

**RESEARCH AGENDA FOR THE FOUNDATION**

Director Ullucci presented a request from Mark Hoffman and Darren Padua from the Foundation and Craig Denegar from the *Journal*, to create a research agenda for the profession. Director Horodyski reported some former students were concerned that the research agenda would be dictated by the Board and researchers who were focused on different topics would end up going elsewhere. Director Ullucci agreed to correct this misunderstanding, since he was on the panel.

**INSTITUTE OF MEDICINE (IOM)**

Cate Brennan reported that the Institute of Medicine has received all the funding for its concussion study and it is moving forward.

**CONTINGENCY REQUESTS**

Director Richardson stated that the strategic alliance summit may cost up to \$5,000, if a facilitator is included. Becker-Doyle suggested \$3,000. Travel costs would come out of the Executive Director and President's travel budgets. Saddler suggested that they should wait until the facilitator is confirmed before setting that money aside. The facilitator's costs could be shared among the four organizations.

**VOTED: TO APPROVE \$8,000 FOR CREATING A LICENSING AND AFFILIATION AGREEMENT WITH JATO, \$2,200 FOR LEADERSHIP TRAINING FOR THE BOARD, AND \$3,000 FOR AN EXECUTIVE SUMMIT WITH THE STRATEGIC PARTNERS FROM THE CONTINGENCY FUND.**

**(10, 3) PASSED 10-0-0.**

**ADJOURN**

After appropriate thank yous, President Thornton adjourned the meeting at 11:20 am.