



N A T A
D I S T R I C T 7

NATA District 7 Report June 2004

NATA FINANCES

Expenditures 2003-2004:

Operations	\$ 716,699
Administration	\$2,702,080
Executive Director	\$ 21,795
Board of Directors	\$ 124,880
President	\$ 41,109
Convention	\$1,036,670
Seminars	\$ 55,089
Committees	\$ 196,192
Professional Activities	\$ 841,198
Publications	\$ 663,802
Depreciation	\$ 198,340
Other	\$ 18,290
Total	\$6,616,894

Revenues 2003-2004:

Membership dues	\$3,317,107
Corporate programs	\$ 30,568
Journal	\$ 213,342
NATA News	\$ 334,084
Convention	\$1,804,706
Rental income	\$ 79,589
Seminars/Workshops	\$ 49,552
Publications	\$ 20,621
Audio/video tapes	\$ 1,527
Label sales	\$ 101,550
Corporate sponsors	\$ 713,517
Other income	\$ 21,239
Royalties	\$ 51,136
Career Center	\$ 73,343
Grad. Program Eval.	\$ 3,250
Total revenues	\$6,815,131

2003-2004 Budget Surplus:

Unrealized Gains	\$1,582,457
Realized Gains	\$ 256,974
Operational Surplus	\$ 263,109
Total Surplus	\$2,102,540

Surplus Allocations:

Reimbursement	\$ 25,000
Marketing jobs	\$ 25,000
Economic impact study	\$ 25,000
Lobbying	\$ 125,000
LIME Team	\$ 25,000
State legislative funds	\$ 170,000
PAC	\$ 90,000
Total	\$ 485,000

Statement of Financial Position 3/31/04:

Current Assets	\$ 2,914,392
Investments	\$ 8,931,947
Property & Equipment	\$ 1,381,052
Total Assets	\$13,227,391
Current Liabilities	\$ 4,464,004
Net Assets	\$ 8,763,387
Total Liabilities	\$13,227,391

Capital Budget 2004-2005:

Computer	\$ 218,320
Furniture/Fixtures/Equip	\$ 4,000
Building/Parking Lot	\$ 23,000
Total Capital Budget	\$ 245,320

Budget 2004-2005:

Operations	\$ 823,290
Administration	\$ 2,834,635
Executive Director	\$ 31,250
Board of Directors	\$ 130,750
President	\$ 49,074
Convention	\$ 1,280,000
Seminars	\$ 187,145
Committees	\$ 255,826
Professional Activities	\$ 940,749
Publications	\$ 767,150
Depreciation	\$ 225,000
Contingency	\$ 40,000
Total	\$ 7,564,869
Revenue	\$ 7,624,188
Net Income	\$ 59,319

NATA MEMBERSHIP (April 2004)

Certified		12/31/98	24,292
Regular	20,242	12/31/99	26,171 (7.7%)
Retired	405	12/31/00	27,588 (4.2%)
Student	3,628	12/31/01	28,075 (3.0%)
International	163	12/31/02	29,590 (3.0%)
Associate	1,384	1/04	30,098
Student			
Undergrad	4,638		
Graduate	648		
International Non-Certified	<u>55</u>		
Total	31,163		

NATA AWARD WINNERS

Athletic Trainer Service Award:

Jackie Kingma – Arizona School of Health Sciences
 Gaye Merrill - Brigham Young University

Twenty' Five Year Award:

John Fierro	Thomas McPoil
Jackie J. Kingma	Mary E. O'Carroll
Kathleen Koehler	Stephen Rath
Connie S. Larsen	Robb Williams
Susan M. McGowen	

NATA Scholarship Recipients

Kristy Eharis - University of Northern Colorado
 MacKenzie McDonald - University of Northern Colorado
 Christina Vink - University of Northern Colorado
 Christena Wood - Brigham Young University

ANNUAL MEETING

Future Annual Meetings:

June 12 - 16, 2005 Indianapolis, Indiana (Date change to avoid conflict with Grand Prix)
 June 27 - July 1, 2006 New Orleans, Louisiana
 June 26 - 30, 2007 Anaheim, California
 2008 (Was to be Minneapolis but hotel needs could not be met)
 June 17 - 21, 2009 San Antonio, Texas
 June 22 - 26, 2010 Philadelphia, Pennsylvania

Annual Meeting Attendance

Year	Location	Athletic Trainers	Total
2000	Nashville	6,935	10,902
2001	Los Angeles	4,953	7,275
2002	Dallas	6,896	8,224
2003	St. Louis	6,664	8,877

FOX INVESTIGATIVE NEWS STORIES

NATA cooperated with Fox News in Massachusetts and Georgia on investigative reports of unlicensed athletic trainers providing services to secondary school students. Reports have been met with favorable response by our members and the public. The FOX reports were instrumental in closing a loophole in Georgia's practice act that previously permitted unlicensed athletic trainers to practice if they were not compensated. Other stories are planned in Oklahoma, Tennessee, Florida, Mississippi, Kentucky, and the Vermont/New Hampshire/Northeast New York area.

DUES PAYMENT PROCESS

- Emailed notices:
 - Individual notices were sent by email in October, November, and December to all members with email addresses on file.
 - Links to the dues renewal page on the website were included in the NATA e-blasts for those months.
- Printed notices:
 - Printed notices were mailed in November to all members with no email address, and to members whose email notices failed.
 - At the end of January, printed notices were mailed to all members who had not yet paid their dues in full.
 - The April issue of the NATA News contains an insert, notifying members who have not yet paid their dues that this will be their final issue.

CHILDCARE IN BALTIMORE

The Women in Athletic Training Committee has been working on a plan to provide childcare at the 2004 Baltimore Convention.

PRONOUNCEMENTS COMMITTEE

The concussion position statement has been approved by the NATA Board and will be published this fall. Two new topics the committee will be researching are Sports Nutritional Supplements and Special Considerations for Physical Activity in the Mature Population.

BYLAWS

A number of clerical changes to the NATA bylaws document were approved by the Board.

LEGISLATIVE AFFAIRS

At a January 2004 meeting of NATA and Board of Certification representatives, a recommendation was made to retain the services of a lobbying firm. Proposals from five lobbying firms were considered. Following the completion of finalist interviews, Governmental Affairs chair Keith Webster, MA, ATC reported the Lobbyist Selection Committee is recommending Capitol Associates, Inc. of Washington DC to represent NATA's interests in the legislative and regulatory arenas. Capitol Associates has secured CMS recognition for physician assistants, nurse practitioners and certified registered nurse anesthetists. The NATA Board approved the retention of Capitol Associates.

The NATA Board approved the formation of a national political action committee. Software will have to be purchased and staff will need to be assigned to this activity.

NATA will establish the Leadership, Information, Management and Education Team (LIME Team) to support states by providing expert testimony to legislative groups and to assist in the development of support information. Staff will prepare a packet of critical information for every state.

OFFICIAL SPONSORS

In 1994, NATA established sponsor official product categories, set guidelines and established fees. Since that date, sponsorship revenue has more than doubled. NATA now has eleven sponsors. NATA is limited in the number of product categories it can offer and in the number of sponsorships it can sell. For NATA sponsorship to retain value, current sponsors must continue to receive value for their money.

NATA recently commissioned International Events Group (IEG), experts in sponsorship valuation, to evaluate NATA's sponsor contracts and relationships. IEG confirmed NATA is on track with its sponsorship program and providing value for cost.

EDUCATION COUNCIL

The NATA Board will select a new chair for the Education Council at the Baltimore meeting.

The NATA Board approved a proposal by the Education Council Executive Committee to appoint a task force to investigate making a masters degree the entry-level requirement for athletic training with a possible implementation timetable of 2014. It is expected the task force would take two years to complete its research.

The board approved a proposal from Graduate Education Committee chair Dr. Ken Knight, ATC for the creation of an on-line journal to provide an additional venue for athletic training education scholars to be published.

The Entry Level Education Committee relieved approval to appoint a student member to a committee vacancy.

TASK FORCE ON AGE SPECIFIC ISSUES

In an effort to educate the public about the potential risks physically active youth can face, the Task Force on Age-Specific Issues has developed an official statement to alert athletic trainers, coaches, parents and the general public to the dangers of Commotio Cordis. The statement recommends a number of proactive steps to protect athletes.

The board accepted a recommendation for the task force to continue for another year, after which time it may fit better within the Public Relations area.

APPROPRIATE MEDICAL CARE FOR SECONDARY SCHOOL-AGE ATHLETES TASK FORCE

The Appropriate Medical Care for Secondary School-Age Athletes Task Force has completed a scientific monograph supporting the recommendations set forth in the AMCSSAA consensus statement for the prevention, care and appropriate management of athletic-related injury and illnesses specific to the secondary school-aged individual. The document has undergone external review. The task force was dissolved upon completion of their duties.

NATIONAL ACADEMY OF SPORTS MEDICINE

NATA's agreement with the National Academy of Sports Medicine involves a commitment to assist NASM to address both the certified and student populations at district meetings. NASM is already presenting at districts 1, 2, 4 and 6. NASM is aware that each district has its own speaker honoraria and expense policies and is willing to work with each district to reach a mutually agreeable arrangement.

ACSM JOINT POSITION STANDS

NATA liaison to the American College of Sports Medicine has suggested NATA consider joint position stands with the ACSM. The proposal will be discussed at the next meeting of the Pronouncements Committee.

INTERNATIONAL COMMITTEE

The International Committee is investigating working with NFL Europe to convene a small educational conference in Frankfurt, Germany to assist ATCs overseas to obtain CEU's.

ATC TRADEMARK ISSUE

The College Athletic Trainers' Society is using the website address collegeatc.org. Legal counsel advised NATA and the BOC to protect the ATC trademark vigorously and consistently, regardless of the user. The NATA Board strongly supports protecting the ATC trademark, including filing suit if necessary.

NATIONAL STRENGTH AND CONDITIONING ASSOCIATION

NATA liaison to the National Strength and Conditioning Association expressed concern NATA's agreement with the National Academy of Sports Medicine might adversely affect the number of athletic trainers who sit for the Certification Commission's CSCS exam.

NCAA FOOTBALL RULES COMMITTEE

Timothy Neal, MS, ATC, NATA liaison to the NCAA Football Rules Committee, has suggested NATA might assist the NCAA Football Rules Committee to implement new football rules in a more timely manner. The board of directors agrees faster implementation of rule changes would be desirable, but believed applying pressure to the NCAA would be ineffective and counterproductive.

HONORS & AWARDS COMMITTEE

The Honors and Awards Committee recommends the minimum Hall of Fame requirement be increased from 25 to 30 years certified. The committee feels the increase will reinforce the Hall of Fame award as a career pinnacle achievement. Board members were reluctant to support this recommendation, discussing raising the points standard, rather than increasing the minimum requirement for years certified. Staff will provide statistics showing the potential number of candidates eligible for consideration for the Hall of Fame award under current requirements over the next five years. The board will reconsider the recommendation when this information is provided.

COLLEGE/UNIVERSITY ATHLETIC TRAINERS' COMMITTEE

The CUATC has prepared a statement for release to presidents, athletics directors and risk managers of NCAA member institutions, copied to team physicians and head athletic trainers. A one-page flyer recommending that emergency action plans include an automated external defibrillator (AED) program, will accompany the statement.

The CUATC received board approval to schedule its mid-year meeting in conjunction with the American Football Coaches Association meeting. This will provide an opportunity for the CUATC to network with the AFCA board and membership, and to maintain and strengthen NATA's relationship with this influential group.

NOMENCLATURE TASK FORCE

The task force does not recommend changing the name of the profession at this time. The task force recognized “athletic trainer” and “athletic training” do not adequately convey the scope of our members’ practice, but the risks and costs associated with a name change were judged to be too substantial compared with the benefits that may or may not materialize from a change.

Rather than changing the name of the profession, the task force advocates:

1. Spending the money that would be needed to implement a name change, on enhancing the association’s public relations effort.
2. Establishing a mechanism to ensure that every time “athletic training” or “athletic trainer” is used improperly in the media and other public sources, a corrective action is implemented.
3. The task force encourages the board of directors to consider whether the time has come to eliminate references to the specific kinds of clients we serve.

PUBLIC RELATIONS COMMITTEE

The Public Relations Committee received board approval of the establishment of an NATA Lifesaver Recognition Program. Each member involved in saving a life will receive a letter from the Executive Director and President and a certificate of recognition. A short story detailing the event would be published in the NATA News.