



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

# NATA District 7 Report April 2006

## NATA FINANCES

### Operating Budget Revenue 2006-2007:

Audio/Video Tapes	\$ 6,000
Corporate Programs	\$ 30,000
Career Center Net	\$ 300,000
Convention	\$2,200,000
Graduate Program Evaluation	\$ 6,000
CEU -Virtual Library	\$ 20,655
Investments	\$ 300,000
Journal	\$ 146,600
Label Sales	\$ 90,000
Membership Dues	\$3,940,172
NATA News	\$ 415,000
Other Income	\$ 27,000
Publication Sales	\$ 20,000
Rental Income	\$ 81,120
Royalties	\$ 81,400
Seminars	\$ 207,850
Sponsorship	\$ 465,900
<b>Total Revenues</b>	<b>\$8,337,697</b>

### Operating Budget Spending 2006-2007:

Operations	\$ 865,746
Administration	\$3,435,296
Executive Director	\$ 30,000
Board of Directors	\$ 149,350
President	\$ 59,000
Convention	\$1,255,000
Seminars	\$ 153,890
Committees	\$ 273,136
Professional Activities	\$1,019,331
Publications	\$ 796,050
Depreciation	\$ 236,000
Contingency	\$ 40,000
<b>Total Spending</b>	<b>\$8,312,799</b>
Revenue	\$8,337,697
<b>Net Income</b>	<b>\$ 24,898</b>

### Capital Budget 2006-2007:

Computer	\$ 78,850
Furniture/Fixtures/Equipment	\$ 28,500
Build/Parking Lot	\$ 52,500
<b>Total Capital</b>	<b>\$ 159,850</b>

### Dues Increase:

The Board voted, after the districts approved, a dues increase of \$10 for online payments and \$15 for non-online payments.

### Auditor Review:

Every three years the Finance Committee reviews current and prospective auditors. The Board voted to approve the continued use of Jon Wolkenstein of Grant Thornton, LLP as auditor.

**MEMBERSHIP**

NATA Membership (March 2006)

Certified		
Regular	21,987	
Retired	465	
Student	3,017	
International	207	
Associate	1,175	
Student		
Undergrad	4,471	
Graduate	527	
International Non-Certified	50	
Total	31,907	

Growth in Total Number of Members		
1987	10636	6.29%
1988	11834	11.26%
1989	13104	10.73%
1990	14598	11.40%
1991	16355	12.04%
1992	17348	6.07%
1993	19080	9.98%
1994	19819	3.87%
1995	21240	7.17%
1996	22758	7.15%
1997	23749	4.35%
1998	24292	2.29%
1999	26171	7.74%
2000	27268	4.19%
2001	28166	3.29%
2002	28913	2.65%
2003	29638	2.51%
2004	30471	2.81%
2005	30608	0.45%

ATC Job Setting March 2006	Total	% of Total
No Job Setting	49	0.19%
Univ & College Setting	5125	19.95%
Clinical Job Setting	4800	18.69%
High School Setting	4198	16.34%
College Student	2073	8.07%
Other Professional	1901	7.40%
High School/Clinic Setting	1740	6.77%
Clinical/Industrial Setting	1097	4.27%
Hospital Setting	899	3.50%
Unemployed	725	2.82%
Junior College Setting	395	1.54%
Sports Club	358	1.39%
Health/Fitness	339	1.32%
Retired	315	1.23%
Pro Baseball	306	1.19%
Pro Football	183	0.71%
Sales/Marketing	180	0.70%
Industrial Setting	166	0.65%
Government	155	0.60%
Corporate Setting	140	0.55%
Pro Hockey	130	0.51%
Middle/Junior High School	123	0.48%
Pro Basketball	101	0.39%
Youth Sports	84	0.33%
Pro Soccer	36	0.14%
Law Enforcement	20	0.08%
Pro Tennis	15	0.06%
Pro Sports	12	0.05%
Performing Arts	7	0.03%
Rodeo	7	0.03%
Pro Golf	5	0.02%
Totals:	25684	

**REVISED MISSION STATEMENT**

The mission statement was presented to and approved by all the NATA districts.

The new mission statement reads: "To enhance the quality of healthcare provided by certified athletic trainers and to advance the athletic training profession."

**NATIONAL OUTCOMES RESEARCH ANALYSIS**

NORA will provide scientific outcomes research to demonstrate the clinical value, cost effectiveness and improved outcomes provided by athletic trainers to patients. Goal is to have 100 reporting sites and 1800 data sets by June 2006. Members are encouraged contact the national office to join this project.

## **HONORS & AWARDS**

### Most Distinguished Athletic Trainer Award Winners:

Bill Lyons  
Scott Linaker

A policy excluding anyone involved in the award decision making process from consideration for that award was approved by the board.

Future nomination forms will state active campaigning for an award is disallowed and could result in disqualification.

### 40 year award:

The 40-year award was created to recognize certified athletic trainers who have been employed continuously for at least 40 years. The reliability of NATA's certification records cannot be verified prior to 1970. For this reason, the 40-year award was put on hold until 2010 when certification dates can be accurately ascertained.

### Hall of Fame Nomination Form:

The Hall of Fame committee has changed the application form. Beginning with the 2006 application, the committee will assess candidates in the areas of leadership, service, scholarly achievement, honors and awards, international games participation and professionalism. The requirements for the award are unchanged; the new form will merely provide an evidence-based approach for assessing candidates.

## **GOVERNMENTAL AFFAIRS**

### Legislative Funding Program:

The committee decided not to recommend any changes to the formula for the year. In the 2005-2006 fiscal year, 25 states took advantage of the basic grant at the base level (just below \$2,000). Half of those applied for and received matching funds. The committee would like to increase legislative activity and encourages states to take advantage of the grants.

### NATA-PAC:

The NATA-PAC is organized and operating. Convention fundraisers raised \$5,000 before the deduction of costs. Cash on hand as of 12/31/05 was \$9166.36. All certified members are encouraged to donate to the NATA-PAC.

### State Legislation:

Connecticut, Michigan and Utah have signed into law athletic training practice acts.

### Hit the Hill Day:

The NATA hosted a Hit the Hill Day in Washington, D.C. on February 28, 2006. The purpose was to continue to educate lawmakers on the profession of athletic training. The CIC, COE, COR and GAC convened for two full days of meetings. Ninety-seven members attended 131 appointments at Hit the Hill Day.

### Federal Legislation:

The board voted to pursue a legislative solution that would provide for federal recognition of athletic trainers.

## **NPI**

A definition of 'athletic trainer' was added to the National Provider Identifier (NPI) taxonomy. The NATA encourages all members to get their NPI number. Any health care provider -- including an athletic trainer -- who works under HIPAA rules is required to have an NPI number by May 2007. There is a link on the NATA home page giving more information on the process to get an NPI number.

## **CODE OF ETHICS, MEMBERSHIP STANDARDS AND ETHICS PROCEDURES**

The Board approved the revised NATA Code of Ethics and Membership Standards & Sanctions documents. The Ethics Committee has streamlined and simplified the process for adjudicating complaints against members.

## **EDUCATION**

### Educational Degree Task Force:

The Board accepted the following recommendations of the Educational Degree Task Force.

#1: No later than the 2014-2015 academic year, individuals entering the profession must have a degree in athletic training.

#2: The minimum entry point into this profession will continue to be at the baccalaureate level.

#3: The NATA-accredited post-professional master's degree programs should become the foundation of post-professional athletic training education.

### Athletic Training Educational Competencies, 4th Edition:

The Board approved the fourth edition of the competencies. The JRC-AT is responsible to implement the competencies.

### Education Multi-Media Committee:

The Board voted to restructure this committee from a district-based to an expertise-based one.

## **CONVENTION**

### 2006 Annual Meeting:

The 2006 Annual Meeting was moved from New Orleans to Atlanta due to Hurricane Katrina. The dates were changed to June 14-18. The Welcome Reception will be held at the Georgia Aquarium. The Foundation fundraiser is the Atlanta Braves v. Boston Red Sox baseball game on Thursday, June 15. The awards gala will be an evening banquet on Saturday, June 17. The NATA Meetings staff did a phenomenal job in relocating the meeting with such short notice.

The Board voted to donate \$2,500 to the Red Cross Disaster Relief Fund and to name the Red Cross as the designated charity of the 2006 annual meeting.

### 2007 Annual Meeting:

The 2007 Annual Meeting will be held at Anaheim, California, June 26-30. The Board will consider future Western rotation of the Annual Meeting based on attendance at this meeting.

2008 June 17-21 St. Louis, MO  
2009 June 17-21 San Antonio, TX  
2010 June 22-26 Philadelphia, PA  
2012 and 2015 St. Louis, MO

## **CMS**

In 2004, CMS announced its decision regarding "Therapy-Incident To." This ruling prevented physicians from billing Medicare for "Therapy-Incident to" services provided by athletic trainers to Medicare patients only. The NATA filed suit against CMS to prevent the ruling from going into effect.

On July 2005 a federal district court dismissed NATA's lawsuit against CMS, finding it did not have jurisdiction to consider the case because administrative remedies available to physicians have not yet been exhausted. The NATA contended no administrative remedies are available and asked the district court to reconsider. The district court would not reconsider its ruling and appeal was filed with the Fifth Circuit Court of Appeals based in New Orleans. The appeal was delayed due to Hurricane Katrina. The Fifth Circuit Court of Appeals granted NATA's request to expedite its appeal, and the parties filed briefs in January and February, 2006. Oral arguments on NATA's appeal were held before the Fifth Circuit Court of Appeals in New Orleans in March.

In January the NATA and representatives of the Department of Health and Human Services and the Centers for Medicare and Medicaid Services met in Washington, DC to discuss the pending case. The meeting areas productive but did not result in a resolution of the issues.

### **JACK CRAMER SCHOLARSHIP**

The Cramer Company has set up the Jack Cramer Scholarship to honor a high school student who wishes to pursue a career in athletic training. The Secondary Schools Athletic Trainers' Committee has been charged with administering this program.

### **LEGAL COUNSEL**

NATA bids for legal counsel services every three years. On the current schedule, a subcommittee would be appointed to review bids in December '05. By consensus the Board agreed to delay the bid process until after the CMS hearings.

### **STRATEGIC PLAN UPDATE**

The Board will have a one-day meeting to update and refine the strategic plan in conjunction with the May Board meeting.

### **MARKETING**

“When Less is More”:

In April 2005 the NATA released a chart review study featured in a marketing piece, “When Less is More.” The marketing tool was intended to promote the athletic training profession to patients, physicians, insurance company personnel, and others. The American Physical Therapy Association took exception to the marketing piece and terminated joint programs and dialog with NATA. An article discussing the marketing piece appeared in the November NATA News. In the future, the Pronouncements Committee chair will be added to the review process for marketing brochures containing research findings.

NATA Logo On Anti Obesity Poster:

The Board accepted an invitation to add its name to a poster as part of a promotion being done by the United States Department of Agriculture. The national campaign entitled “Play hard, eat smart,” is geared toward fighting childhood obesity. Part of the campaign entails the USDA making posters for individual college wrestling teams. Another aspect of the initiative is to get college coaches and athletes and athletic trainers to volunteer to visit the elementary, junior high and high schools that receive the posters, and address the students about the importance of maintaining healthy lifestyles.

Rehabilitation Poster Wins Award:

The NATA Rehabilitation poster won a bronze 2005 National Health Information Award. Produced by the Public Relations Committee, a new poster is released each year in conjunction with athletic training month.

Life Cycle Of The Athlete Campaign:

On October 18, the NATA and the American Academy of Orthopedic Surgeons hosted a press conference at Madison Square Garden in New York. Objectives of this media campaign are to develop a joint education program with the AAOS and to raise awareness of the role of athletic trainers and orthopedic surgeons in sports medicine.

The NATA External Marketing staff has been very successful placing articles in newspapers and getting segments on local and national television.

### **NATA STAR POWER PLAN**

The Board approved the marketing plan for the NATA Star Power program. The program offers resources to members for an annual fee.

1. Access to the NATA Star Power continuing education offerings -- a certain number of CEUs per year offered through the NATA Star Power online platform at no additional cost.
2. Access to other valuable tools on the NATA Star Power online platform, including a resource library, exercise library (videos), electronic publications and registry.
3. Free access to NATA's online salary survey database.
4. Discounts on annual meeting registration
5. Discounts on NATA workshops and conferences

## **PRE-HOSPITAL CARE OF THE SPINE-INJURED ATHLETE UPDATE**

The Board voted to approve the following NATA Official Statement:

In 2001, the Inter-Association Task Force for Appropriate Care of the Spine Injured Athlete released guidelines outlining appropriate management of athletic spinal injuries. Convened by the National Athletic Trainers' Association, the task force was comprised of representatives from 26 associations.

The protocol established in Pre-hospital Care of the Spine-Injured Athlete has been used by athletic trainers, physicians and providers of emergency medical services to help guarantee the safe management of spine injuries for athletes of all ages.

Since the manuscript's original publication, new developments have emerged in the areas of research and equipment. To ensure members of the health care community have access to the most current information, the National Athletic Trainers' Association's Pronouncements Committee is drafting a position statement on the subject that will take into account the recent developments. The statement is expected to be available early in 2007.

## **CATASTROPHIC INJURY REGISTRY**

College/University Athletic Trainers' Committee chair Ron Courson proposed the creation of a catastrophic injuries registry. The Board approved this request.

## **AGE SPECIFIC TASK FORCE**

The Task Force had several key accomplishments and the Board felt this work could continue as part of the Public Relations Committee. The task force members have completed their mission and will be thanked for their services. The Board voted to develop an age specific subcommittee under the Public Relations Committee.

## **MEMBERSHIP TASK FORCE**

Member attrition figures reflect an increase in certified non-members. To address this issue the Board formed a task force to gather and review data and recommend to the Board actions to preserve and/or increase membership in the NATA.

## **INTERNATIONAL SOCIETY FOR ARTERIO SCLEROSIS MEETING**

The Board approved the NATA as a patron of the Physical Activity, Exercise and Cardiovascular Health Conference in Bologna, Italy. This will increase NATA's visibility, participation and recognition in the international medical world. At no cost to the NATA.

## **2009 WORLD CONGRESS**

The Board approved a proposal for the NATA to sponsor the 2009 World Congress in San Antonio, Texas prior to the NATA annual meeting.

## **OPPORTUNITY FOR DISTRICTS TO INCLUDE PRO BASEBALL ATHLETIC TRAINERS**

The board discussed recognizing and including pro baseball athletic trainers at the district (or state) level. This is a district matter, and should be addressed and decided by the districts individually.

## **LEARNING COMMUNITIES**

The board approved implementing learning communities as an added resource and benefit to membership. As groups get larger, communities of practice provide members with the opportunity to network online with colleagues in a smaller and more manageable setting. A member will be added to the Continuing Education Committee to carry the program forward.

**PRESIDENT CHUCK KIMMEL RECOGNITION**

The Board congratulated President Kimmel for his induction into the Austin Peay Sports Hall of Fame.

**NEW LIAISONS**

American Chiropractic Association  
American College Health Association  
American Red Cross  
Coalition To Prevent Sports Eye Injuries  
National Council On Sun Safety  
National Intramural-Recreational Sports Association

**COLLABORATION WITH PRESIDENT’S COUNCIL ON PHYSICAL FITNESS AND SPORTS**

NATA and the President’s Council on Physical Fitness and Sports (PCPFS) serve as board members of the National Coalition Promoting Physical Activity and the Joint Commission on Sports Medicine and Science. The board supported collaboration between the two bodies, which included the ability to have a specific NATA member appointed to the Science Council of the PCPFS board.

**NATIONAL STANDARDS FOR SPORT COACHES**

The Board approved a request from the NASPE to list the NATA as a supporting organization in the second edition of National Standards for Sport Coaches.

**ACSM’S HEALTH & FITNESS POLICY ROUNDTABLE**

The Board agreed to participation in the American College of Sports Medicine’s health and fitness policy roundtable in April.

**AMERICAN ASSOCIATION OF CHEERLEADING COACHES AND ADMINISTRATORS**

The Board agreed to again provide a supportive statement for inclusion in the third edition of The AACCA Cheerleader Safety Manual.

**NICKELODEON ADVISORY BOARD APPOINTMENT**

Nickelodeon has agreed to appoint Jeff Konin, ATC, Director of the National Center for Youth Sport Injury, to its advisory board.