

**ROCKY MOUNTAIN ATHLETIC TRAINERS ASSOCIATION, INC.**  
**ANNUAL BOARD OF DIRECTORS MEETING**  
**COLORADO SPRINGS, COLORADO**  
**MARCH 23-24, 2000**

**1. Call to Order:**

- A. By: Scott Linaker, President
- B. Time: 8:47 a.m.

**2. Attendance:**

- A. President: Scott Linaker
- B. Secretary: Matt Webber
- C. Treasurer: Larry Willock
- D. Arizona Representative: George Goodridge
- E. Colorado Representative: Kelli Lotito
- F. New Mexico Representative: Rich Gerrells
- G. Utah Representative: George Curtis
- H. Wyoming Representative: Kirk Isabell
- I. Business Consultant: Rick Ball
- J. Steve Scales: Exhibit Coordinator
- K. Bart Peterson: Newsletter Editor, Secondary Schools Representative

**3. Minutes**

- A. Minutes from the previous meeting were approved as printed in the January 2000 newsletter without objection.

**4. Membership Report:**

- A. Membership report presented by Matt Webber.
- B. See attached report.

**5. Financial Report:**

- A. See attached report
- B. Annual Report will be distributed to the membership
  - 1. Financial Report Audited
  - 2. Membership Report
  - 3. Budget
  - 4. Other Items

**6. Budget:**

- A. Annual Meeting
  - 1. Registration Fees:
    - a. MOTION: To raise certified NATA member fee from \$80 to \$90
      - (1) MOTION: George Curtis (UT)
      - (2) SECOND: Kirk Isabell (WY)
      - (3) APPROVED: 6-0
    - b. MOTION: To raise certified NATA student member fee from \$40 to \$50
      - (1) MOTION: Kelli Lotito (CO)
      - (2) SECOND: George Curtis (UT)
      - (3) APPROVED: 6-0
    - c. MOTION: To raise student NATA member fee from \$25 to \$35
      - (1) MOTION: Kelli Lotito (CO)
      - (2) SECOND: Matt Webber (Secretary)
      - (3) APPROVED: 6-0
    - d. MOTION: To raise certified non-NATA member fee from \$125 to \$135
      - (1) MOTION: Kirk Isabell (WY)
      - (2) SECOND: Kelli Lotito (CO)
      - (3) APPROVED: 6-0
    - e. MOTION: To raise student non-NATA member fee from \$50 to \$60
      - (1) MOTION: George Goodridge (AZ)
      - (2) SECOND: George Curtis (UT)
      - (3) APPROVED: 6-0

- f. MOTION: To raise allied health professional fee from \$125 to \$135
  - (1) MOTION: Kirk Isabell (WY)
  - (2) SECOND: George Goodridge (AZ)
  - (3) APPROVED: 6-0
- g. MOTION: To raise associate member fee from \$80 to \$90
  - (1) MOTION: Kelli Lotito (CO)
  - (2) SECOND: Rich Gerrells (NM)
  - (3) APPROVED: 6-0
- h. MOTION: To provide one business card size advertisement per exhibitor, a minimum of three hours of break time during the annual meeting, a list of attendees and their addresses, and to raise exhibitor fee from \$250 to \$300
  - (1) MOTION: Kelli Lotito (CO)
  - (2) SECOND: George Curtis (UT)
  - (3) APPROVED: 6-0
- 2. Awards Banquet
  - a. Make the luncheon into an awards luncheon.
- 3. Complementary registration
  - a. RMATA Board of Directors
  - b. Invited Program Speakers
  - c. Retired and Honorary NATA Members
  - d. Convention Program Committee
  - e. Keynote Speaker
  - f. Exhibit Coordinator
  - g. NATA Executive Director
  - h. NATA Board of Directors
- B. Capital Outlay
  - 1. Computer for Newsletter Editor
    - a. MOTION: To investigate the cost of purchasing a computer, printer and scanner for the newsletter editor.
      - (1) MOTION: Kelli Lotito (CO)
      - (2) SECOND: George Curtis (UT)
      - (3) APPROVED: 6-0
  - 2. Computer Replacement Policy (see attached)
    - a. MOTION: Adopt the computer replacement policy as amended.
    - b. MOTION: Kelli Lotito (CO)
    - c. SECOND: Rich Gerrells (NM)
    - d. APPROVED: 6-0
- 7. **Business Consultant**
  - A. Executive Session 3:18 pm
    - 1. The Board adjourned into executive session to discuss the Business Consultant compensation.
    - 2. Executive Session ended at 3:52
  - B. MOTION: As part of the compensation to the Business Consultant, expenses will be paid for the Business Consultant to attend the NATA National Symposium following the Policies and Procedures of the Association.
    - a. MOTION: George Goodridge (AZ)
    - b. SECOND: Kelli Lotito (CO)
    - c. APPROVED: 6-0
- 8. **Financial Goals**
  - A. The Finance Committee was charged with ranking the financial goals and developing a plan to accomplish the goals.
- 9. **Financial Policies and Procedures**
  - A. MOTION: The Finance Committee to be charged to review financial Policies and Procedures
  - B. MOTION: Matt Webber (Secretary)
  - C. SECOND: Kirk Isabell (WY)
  - D. APPROVED: 6-0
- 10. **Investment Advisor**
  - A. MOTION: Charge to Finance Committee to investigate the feasibility of retaining an investment advisor.
  - B. MOTION: Matt Webber (Secretary)
  - C. SECOND: Kelli Lotito (CO)
  - D. APPROVED: 6-0

## 11. Committee Reports

- A. Awards and Scholarship Committee
  - 1. Hall of Fame Subcommittee
    - a. Larry Willock was selected to the RMATA Hall of Fame.
  - 2. Scholarship Subcommittee
    - a. Member from Wyoming needed
  - 3. Educator Recognition Subcommittee
    - a. Proposed criteria was discussed and recommendation for changes were made by the Board.
    - b. Bart Peterson was approved as a member of the Educator Recognition Subcommittee.
      - (1) MOTION: Kelli Lotito (CO)
      - (2) SECOND: Kirk Isabell (WY)
      - (3) APPROVED: 6-0
    - c. Other members still needed
  - 4. Special Recognition Subcommittee still unformed. Volunteers needed for this subcommittee.
- B. Newsletter Editor
  - 1. Bart Peterson presented the newsletter report (see attached).
  - 2. Electronic delivery of the newsletter was discussed.
  - 3. Paper quality used in the newsletter was discussed.
- C. Webmaster Report
  - 1. Matt Webber presented a report on web page usage (see attached).
  - 2. Statistics are available on the rmata.org site.
  - 3. From May 1999 through February 2000 the web site has had 9183 visits for a total of 22284 page hits.

## 12. Nominations

- A. Nominations for President/District Director and Secretary have been open since the last newsletter.
- B. Scott Linaker has been nominated for District Director/President and Ben Davidson and Matt Webber have been nominated for Secretary.
- C. Election Committee procedures were discussed.
  - 1. MOTION: To add to the Policies and Procedures on Ballot by Mail the following: In accordance with information provided by the Secretary regarding candidates who have accepted their nominations the Chair of the Election Committee shall prepare ballots. Ballots shall be mailed by the Chair of the Election Committee not more than 10 days following the deadline for candidates to accept or reject their nominations.
  - 2. MOTION: Kirk Isabell (WY)
  - 3. SECOND: Rich Gerrells (NM)
  - 4. APPROVED: 6-0

## 13. Standing Committees Policies and Procedures

- A. MOTION: To add to the Policies and Procedures on Standing Committees. (See attached)
- B. MOTION: Rich Gerrells (NM)
- C. SECOND: George Goodridge (AZ)
- D. APPROVED: 6-0

## 14. Reappointments

- A. Treasurer - Larry Willock
- B. Finance Committee - Bart Peterson
- C. Convention Program Committee
  - 1. Ken Knight
  - 2. Wayne Barger
- D. MOTION: To accept the reappointment of the above persons.
- E. MOTION: Kelli Lotito (CO)
- F. SECOND: Kirk Isabell (WY)
- G. APPROVED: 6-0

## 15. Trademark

- A. The RMATA logo qualifies in two categories of trademark (041 and 042).
- B. The application is \$245 per category.
- C. MOTION: To complete the application for the trademark and appropriate the monies from the legal expense budget.
- D. MOTION: Kirk Isabell (WY)
- E. SECOND: George Goodridge (AZ)

F. APPROVED: 6-0

**16. Sponsorship Policy**

- A. MOTION: To accept the corporate sponsorship policy and sponsorship schedule (see attached).
- B. MOTION: Kelli Lotito (CO)
- C. SECOND: George Curtis (UT)
- D. APPROVED: 6-0

**17. Leadership Training**

- A. Leadership training was discussed.
- B. Past Board of Directors will be contacted about serving in a capacity coordinating leadership training.

**18. Powerade**

- A. State organizations may be approached by Powerade as far as sponsorship is concerned.
- B. The RMATA cannot accept this sponsorship because of NATA sponsorship by Gatorade but the states are not so limited.

**19. State Reports**

- A. Arizona
  - 1. Licensure bill is close to passage.
  - 2. George Goodridge has been speaking to the high school conference athletic directors meetings.
- B. Colorado
  - 1. Investigating the aspects of legislation.
  - 2. Will meet with their membership on Saturday to discuss the issue.
- C. New Mexico
  - 1. Legislation survived sunset.
  - 2. State meeting May 19-21 in Las Cruces.
  - 3. Elections this year. Incoming officers take office in January.
- D. Utah
  - 1. Exemption bill passed both houses and is on the governor's desk.
  - 2. State video is in production.
- E. Wyoming
  - 1. Wyoming pulled their legislative effort.

**20. NATA Report** (see attached)

Meeting was recessed at 6:49

Meeting reconvened at 8:31 am on March 24.

**21. Convention Program**

- A. Approval of Teresa Lynch as a committee member.
  - 1. MOTION: Rich Gerrells (NM)
  - 2. SECOND: George Curtis (UT)
  - 3. APPROVED: 6-0
- B. Changes to the convention schedule were discussed.
  - 1. NATA requested presentations from 7:30 am to 12:00 pm Friday with 30 minutes for exhibitors.
  - 2. Student-Mentor Lunch on Friday.
  - 3. Convention Program Committee will be responsible for the program beginning at 1 pm on Friday.
  - 4. Student Meeting will be held on Friday evening.
  - 5. Exhibitors' Social on Friday evening at 5:00 pm.
  - 6. Awards Luncheon on Saturday.
  - 7. Business meeting on Saturday evening.
- C. Mike Nesbitt reported on the Convention Program Committee meeting.
  - 1. Requests 1" binders.
  - 2. Printing costs over budget.
    - a. Cost cutting measures were discussed.
    - b. Possible use of NATA guidelines.
  - 3. Policy recommendation for notebook materials forthcoming from the committee.
  - 4. Speaker contact procedure was discussed.
  - 5. Speaker costs were discussed.

**D. Meeting Sites**

1. 2000 - Colorado Springs
2. 2001 - Tucson
  - a. Convention Center for meeting rooms.
  - b. Holiday Inn for sleeping rooms.
  - c. Program may be associated with some professional baseball physicians and/or athletic trainers.
3. 2002 - New Mexico
  - a. Still waiting for a response from Albuquerque Marriott
4. 2003 - Ogden, Utah
  - a. Convention Center
  - b. Ogden Marriott
5. 2004 - Colorado
  - a. Several responses to the request for proposals were presented.
  - b. Site visitations will have to be planned.

**22. RMSATA**

- A. RMSATA officers were introduced.
- B. Student has had two conference calls.
- C. New constitution to be voted on at the student meeting.
- D. Student scholarship awards being discussed.
- E. Soft-sided briefcases will be sold by the student association.
- F. Raffle will be held again.
- G. Cost of student member registration fees have been raised to \$35. The RMATA spends approximately \$54 per student.

**23. Annual Meeting Budget**

- A. Budget (see attached)
  - a. MOTION: To accept the budget for the annual meeting as amended
    - (1) MOTION: George Curtis (UT)
    - (2) SECOND: George Goodridge (AZ)
    - (3) APPROVED: 6-0

**24. Semi-Annual Board Meeting**

- A. The semi-annual Board meeting is tentatively scheduled on Thursday June 29<sup>th</sup> at 8:00 or 8:30 am in Nashville.

**25. Semi-Annual Membership Meeting**

- A. The semi-annual membership meeting is scheduled on Friday, June 30<sup>th</sup> in Nashville.

Meeting Adjourned at 11:38

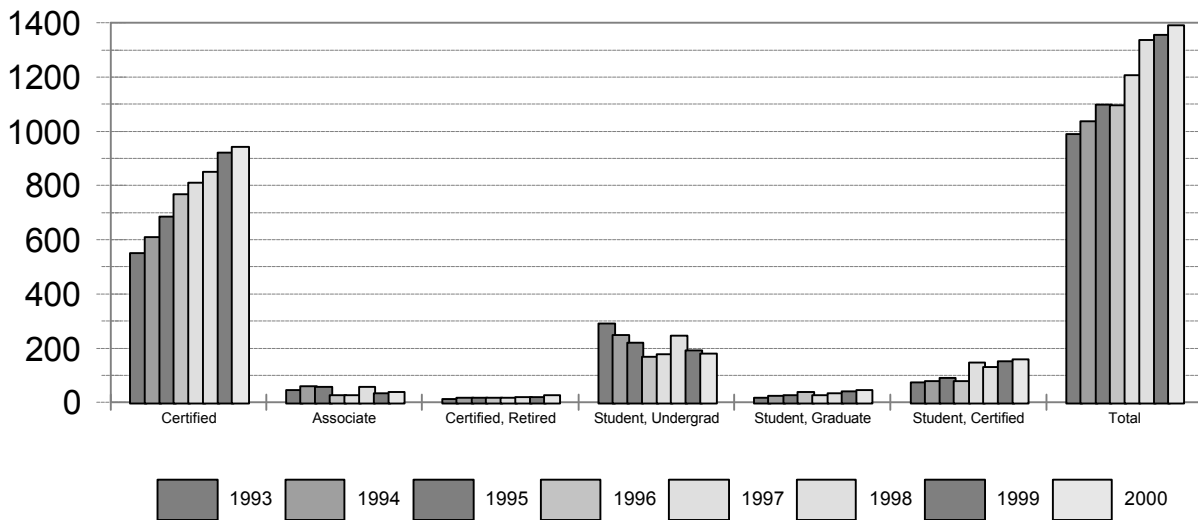
# Rocky Mountain Athletic Trainers' Association, Inc.

## Membership Report

AS OF 3/15/00

	Certified	Associate	Certified, Retired	Student, Undergrad	Student, Graduate	Student, Certified	Total, Certified	Total
1993	551	46	13	292	16	73	637	991
1994	609	59	16	250	25	79	704	1038
1995	686	58	18	219	26	91	795	1098
1996	769	26	17	167	37	79	865	1095
1997	811	28	17	179	27	146	974	1208
1998	851	57	19	247	33	130	1000	1337
1999	921	34	19	191	40	151	1091	1356
2000	942	38	26	180	46	158	1126	1390

## RMATA Membership



RMATA	TOTAL	1391	NEW MEXICO	TOTAL	126
	REGULAR CERTIFIED	942		REGULAR CERTIFIED	83
	RETIRED CERTIFIED	26		RETIRED CERTIFIED	3
	STUDENT CERTIFIED	158		STUDENT CERTIFIED	11
	ASSOCIATE	38		ASSOCIATE	4
	UNDERGRADUATE STUDENT	180		UNDERGRADUATE STUDENT	20
	GRADUATE STUDENT	46		GRADUATE STUDENT	5
ARIZONA	TOTAL	443	UTAH	TOTAL	248
	REGULAR CERTIFIED	310		REGULAR CERTIFIED	167
	RETIRED CERTIFIED	7		RETIRED CERTIFIED	4
	STUDENT CERTIFIED	46		STUDENT CERTIFIED	35
	ASSOCIATE	12		ASSOCIATE	5
	UNDERGRADUATE STUDENT	52		UNDERGRADUATE STUDENT	30
	GRADUATE STUDENT	15		GRADUATE STUDENT	7
COLORADO	TOTAL	542	WYOMING	TOTAL	32
	REGULAR CERTIFIED	363		REGULAR CERTIFIED	20
	RETIRED CERTIFIED	12		RETIRED CERTIFIED	0
	STUDENT CERTIFIED	57		STUDENT CERTIFIED	3
	ASSOCIATE	15		ASSOCIATE	2
	UNDERGRADUATE STUDENT	78		UNDERGRADUATE STUDENT	6
	GRADUATE STUDENT	18		GRADUATE STUDENT	1

**ROCKY MOUNTAIN ATHLETIC TRAINERS ASSOCIATION  
ANNUAL STATUS FINANCIAL REPORT  
PRE-CONVENTION MARCH 2000**

Total income:

Checking Account as of 18 March 2000	\$ 28,656.52
Savings account as of 18 March 2000	<u>\$ 86,008.75</u>
Total assets of Association	\$114,665.27
Total Expenses to run the Association FY 2000	<u>\$ 84,244.00</u>
Net Value of Association minus Expenses	\$ 30,421.27

Depreciation on Capital Outlay:

Second Year District Director Computer System Depreciation.

Present Year Value: \$3,422.91

20 % depreciation value: -\$ 684.52

New Value Director Computer \$2,738.39

Loss of District Secretary Computer due to inoperable or repairable:

Estimated Loss value \$2,900.00

## 2001 Annual Meeting Budget

Estimated Income:	Attendees		
Certified:	125	\$90	\$11,250
Certified Students:	30	\$50	\$ 1,500
Students:	36	\$35	\$ 1,260
Certified Non-member:	12	\$135	\$ 1,620
Student Non-Member:	100	\$60	\$ 6,000
Exhibitors	30	\$300	<u>\$ 9,000</u>
Total Income			\$30,530

### Costs:

District Meeting	\$29,690.00
Audio-Visual	\$ 1,200.00
Badges	\$ 300.00
Brochures	\$ 1,000.00
CEU Provider Charge	\$ 90.00
Exhibits	\$ 2,200.00
Food Functions	\$15,000.00
Speaker Costs	\$ 3,000.00
Meeting Rooms	\$ 3,000.00
Registant Materials	\$ 1,600.00
Speaker Gifts	\$ 1,300.00
Student Function	\$ 1,000.00
Exhibit Coordinator	\$ 1,250.00
Office	\$ 150.00
Travel	\$ 1,100.00
Convention Program	\$ 2,150.00
Meeting	\$ 1,500.00
Office	\$ 650.00

Total Cost for Symposium: \$33,090

**RMATA Newsletter Editor Report  
March 23, 2000**

1. Continue to produce high quality newsletter.
2. Bulk mailing system has been 'perfected'. We seem to lose as many now as when we were using First Class mailing. The labeling that the printer does allows us to Barcode each item, which reduces costs by \$.04 each item (\$56.00 for mailing 1400). We pay from \$.19 to \$.21 per item to mail depending on the destination.
3. Newsletter and convention brochure is also available in PDF format on the RMATA web page. How many hits has the newsletter and convention brochure had since January?
4. If we were to provide the newsletter only on-line and not mail to ALL members I ask that you consider the following questions:
  - C Is the cost of the newsletter too high considering the 'assurance' that every member is given information and has no excuse not to know about issues relative to the profession and the district?
  - C What is the percentage of ATC's with internet access? I would suggest that until you have at least 75% internet access, direct mailing should be the emphasis.
  - C What would be the procedure to cut the mailing list database so the printer could label only those that we need to send? Currently we get an entire list from NATA, now b
5. If cost is the major concern, would the BOD be amicable to a decrease in the paper quality as a means to decrease costs relative to the production of the newsletter?

	500 Copies	1000 Copies	1400 copies
*70 lb. NW Gloss	\$430.00 or \$.86 a piece	\$520.00 or \$.52 a piece	\$625.00 or \$.45 each
60 lb. Cougar	\$415.00 or \$.83 a piece	\$479.00 or \$.48 a piece	\$569.50 or \$.41 each

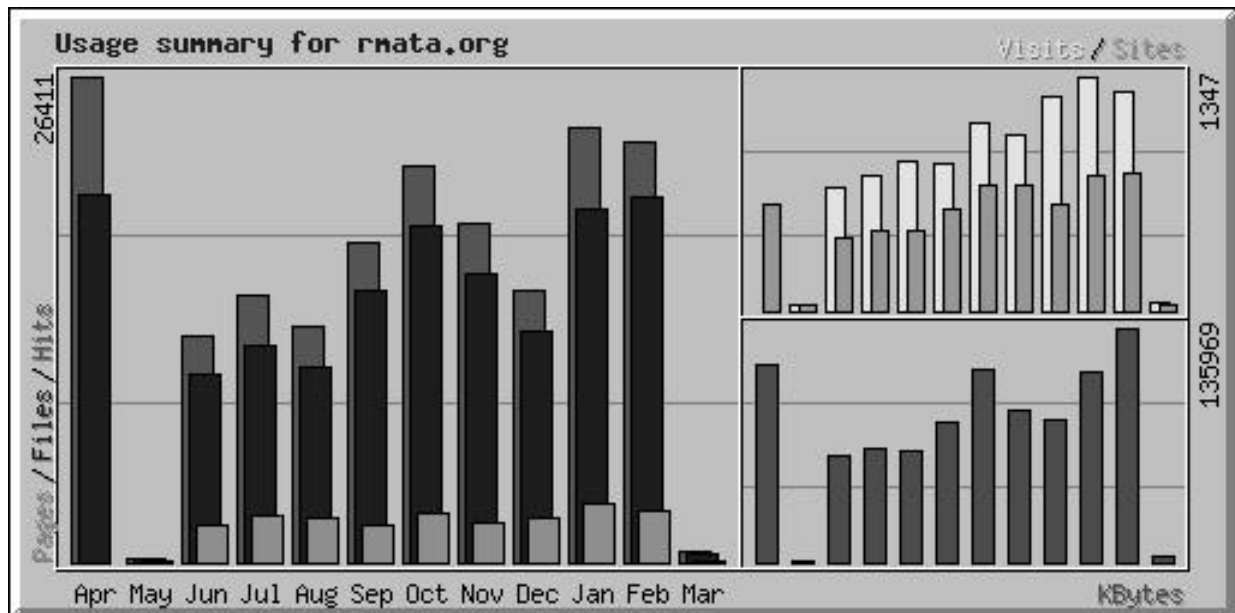
\*Current paper used for all printing.

6. The bulk mail permit will work with any number of mailing products. There is no minimum number for use of the permit.
7. The newsletter is a relatively low cost benefit that the association provides to the membership. How will we explain the loss of the newsletter to those who cannot or will not access the newsletter online?
8. Solutions/Suggestions-
  - C Instruct the newsletter editor to decrease costs of production of the newsletter.
  - C Continue to provide the newsletter online and in direct mail.
  - C Provide the newsletter online in a more timely fashion (monthly version) via WWW.RMATA.ORG web page only when the membership has at least a 75% internet access rate.
  - C Create a RMATA listserv much like SWATA has, this will keep the membership discussing topics relevant to RMATA/District 7 and allow the BOD to post information to the membership in a more timely manner. State and Committee officers could also post information to a good percentage of the membership. In doing so remember, that with the 25,000 members of NATA, only 2-4000 subscribe to the Athletic Training Listserv.
  - C Any election or other voting material should still be sent by Bulk or First Class Mail -- USPS.

RMATA Web Site Statistics  
 April 1999-February 2000

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2000	785	682	98	43	789	135969	1258	2856	19796	22780
Jan 2000	760	620	102	43	773	110889	1347	3162	19224	23564
Dec 1999	475	405	77	39	617	82755	1227	2388	12564	14750
Nov 1999	636	542	73	34	718	87594	1009	2121	15737	18445
Oct 1999	694	590	85	34	722	111280	1074	2640	18318	21533
Sep 1999	599	508	67	29	585	81236	841	1958	14754	17371
Aug 1999	411	341	78	27	460	64955	858	2442	10601	12756
Jul 1999	466	381	83	25	463	65801	780	2602	11818	14450
Jun 1999	410	342	67	23	416	61576	713	2027	10264	12307
May 1999*	219	197	24	34	33	1197	34	24	197	219
Apr 1999	910	688	0	0	615	114945	0	0	19953	26411
<b>Totals</b>						<b>922168</b>	<b>9183</b>	<b>22284</b>	<b>153746</b>	<b>185206</b>

\*Changed statistics program, May figures are not accurate.



## SECTION XI STANDING COMMITTEES - ADDITIONS

### B. COMMITTEE RESPONSIBILITIES

- #1 - Committee Chair reports should detail committee activities since the previous report. This includes, but is not limited to, any changes in committee structure and progress on committee projects. In the event there is no action, the chair should submit a report stating there is no activity.
- #1 - In certain circumstances the committee chair may be asked to submit additional reports to the Board. If the committee is involved in a special project, the Board may request an up date in order to track the progress of the project. Special reports shall be submitted to the President.
- #2 - Committee Chairs shall give, when requested, an oral report of committee activities at regularly scheduled meeting of the Board and membership.
- #10 - Committee chairs are responsible for maintaining an accurate roster of committee members and their business addresses, telephone number, fax number, and e-mail address. Whenever there is a change to the roster, the chair should immediately notify the Secretary.

### C. APPOINTMENT OF MEMBERS TO COMMITTEES /FILLING VACANCIES

- The number of members and the composition of each committee depends on the committee and its purpose. Some committees are comprised of one representative from each state. Other committees consist of a number of individuals deemed workable by the Board. The committee structure shall be consistent with requirements stated in the RMATA governing documents.
- If the committee has a member from each state, committee chairs shall report vacant committee seats to the President and the State President/Representative from the state with a vacancy. The committee chair shall consult with the President and the appropriate State President/Representative before recommending a candidate to fill the opening, After consultation with the President, the chosen individual shall be contacted and submits a letter of intent and a vita to the President. The President then submits the appropriate documents to the Board.
- If the committee is not comprised of state representation, the chair shall consult with the President before recommending an appropriate candidate.
- The Secretary shall notify the committee chair and new member of the appointment.
- #2 - the potential committee chair shall submit a letter of intent and vita to the President prior to Board approval.
- #5 - Upon recommendation of the State Representative a letter of intent and a vita shall be submitted.

## Corporate Sponsorship Policy

### 1. ACCEPTANCE OF CORPORATE SPONSORS

- C The Association reserves the right to enter, with the advice of legal counsel, into sponsorship agreements with other organizations.
- C Sponsorship agreements must be approved by the Board and presented at a meeting of the membership.

### 2. CORPORATE SPONSORSHIP AGREEMENTS

- C The Secretary or other Board designee shall negotiate and see to the execution of corporate sponsorship agreements
- C Corporate sponsorship agreements may be long term or single event in nature.
- C Merchandise or services of use to the Association may be accepted in exchange for sponsorship benefits at fair market value.
- C The Board shall adopt a corporate sponsorship schedule which shall include:
  - C Sponsorship levels.
  - C Monetary requirements for various sponsorship levels.
  - C Benefits provided to the sponsor at the various sponsorship levels.
- C Individual sponsorship agreements may vary from the corporate sponsorship schedule with Board approval.
- C The duration of corporate sponsorship agreements shall be set in individual agreements but all agreements over three years shall have an option for the Association to cancel the agreement after three years.
- C Corporate sponsorship shall not be accepted from a company that, as part of their business, promotes or sells merchandise or services contrary to the mission of the Association. This shall include, but not be limited to, businesses that promote or sell:
  - C Alcohol.
  - C Tobacco.
  - C Unfounded medical procedures, practices or devices.
- C The Association shall not accept sponsorship in conflict with the any NATA sponsorship program.
- C Funds acquired from corporate sponsorship agreements shall be invested according to Association policies.
  - C Funds expected from corporate sponsorship agreements shall not be included as income in the annual budget of the Association.
  - C Corporate sponsorship of specific event that is not an on-going Association activity may be included in the annual budget.

## RMATA Corporate Sponsorship Schedule

### ! Gold Medal Sponsor:

" Minimum Dollar Amount: \$5000

" Sponsor Benefits:

- Individual signage (with logo) recognizing sponsor as a Gold Medal Sponsor in the meeting room at the RMATA Annual Clinical Symposium.
- Full page recognition (with logo) in each RMATA newsletter issued during the sponsorship agreement.
- Recognition, with logo, on the RMATA web site.
- Exhibit booth at the RMATA Annual Clinical Symposium.
- Three sets of membership mailing labels per year.
- Inclusion of sponsors flyer and promotional items in registrant materials at the RMATA Annual Clinical Symposium.
- Recognition, with logo, in mass mailings to RMATA members, excepting ballots for elections.
- Recognition, with logo, in the RMATA New Member Handbook.
- Recognition at all RMATA business meetings.
- Category exclusivity if not in conflict with other current sponsors.
- Recognition plaque.

### ! Silver Medal Sponsor:

" Minimum Dollar Amount: \$2500

- Inclusion in signage, with logo, recognizing the Silver Medal Sponsors in the meeting room at the RMATA Annual Clinical Symposium.
- One-half page recognition (with logo) in each RMATA newsletter issued during the sponsorship agreement.
- Recognition, with logo, on the RMATA web site.
- Exhibit booth at the RMATA Annual Clinical Symposium.
- Two sets of membership mailing labels per year.
- Inclusion of sponsors flyer in registrant materials at the RMATA Annual Clinical Symposium.
- Recognition at all RMATA business meetings.
- Recognition plaque.

### ! Bronze Medal Sponsor

" Minimum Dollar Amount: \$1000

- Inclusion in signage recognizing the Bronze Medal Sponsors in the meeting room at the RMATA Annual Clinical Symposium.
- Recognition in each RMATA newsletter issued during the sponsorship agreement.
- Recognition on the RMATA web site.
- Exhibit booth at the RMATA Annual Clinical Symposium.
- One set of membership mailing labels per year.
- Inclusion of half page recognition in registrant materials at the RMATA Annual Clinical Symposium.
- Recognition at all RMATA business meetings.
- Recognition plaque.

### ! Session Sponsor:

" Minimum Dollar Amount: \$500

" Sponsor Benefits:

- Recognition during a clinical session (morning or afternoon) of the RMATA Annual Clinical Symposium.
- Recognition of session sponsorship in symposium brochure and registrant materials.
- \$100 off exhibit booth fees at the RMATA Annual Clinical Symposium.

### ! Student Sponsor:

" Minimum Dollar Amount: \$250

" Sponsor Benefits:

- Recognition in the RMATA newsletter.
- Recognition on the RMATA student web site
- Recognition at the RMATA student meeting.
- \$50 off exhibit booth fees at the RMATA Annual Clinical Symposium.

### ! Program/Event Sponsor:

" Minimum Dollar Amount: Negotiable depending on program or event.

" Sponsor Benefits:

- Name of sponsor included in title of program or event.
- Recognition in promotional materials for program or event.
- Signage displayed during the event.

## NATA REPORT

### **1. NATA Future Annual Meetings:**

June 29 - July 2, 2000	Nashville, Tennessee
June 20 - 23, 2001	Los Angeles, California
June 15 - 18, 2002	Dallas, Texas
June 25 - 28, 2003	St. Louis, Missouri
June 16 - 19, 2004	Baltimore, Maryland
June 15 - 18, 2005	Indianapolis, Indiana
June 29 - July 1, 2006	New Orleans, Louisiana
June 26 - 30, 2007	Anaheim, California

### **2. Attention Certified Athletic Trainers:**

At the advise of Sarah Teslik, NATA Legal Counsel, a notice is being run in the *NATA NEWS* with the focus on unfair/illegal termination of employment. If you feel you have been unfairly terminated contact Rich Rogers at the NATA (800-879-6282, ext. 103) and find out what the NATA can do for you. Rich will discuss your situation with you, and with the advise of NATA Legal Counsel, will advise you on what course of action to take. NATA will not represent you in your case, as each case must be decided in your state of employment utilizing an attorney licensed to practice in your state. But, the NATA will assist you in determining if you have a case or not.

### **3. Injury Surveillance Study:**

John Powell's article, developed from the NATA Injury Surveillance study he conducted, has been accepted for September publication in the *Journal of the American Medical Association*. This is a prestigious honor for John and a great result for NATA. An ATC has not been previously published in *JAMA*.

### **4. Human Kinetics:**

Human Kinetics approached the NATA with a vendor relationship proposal involving the publication *Athletic Therapy Today*. HK will provide NATA members with a \$5 discount on subscriptions to *ATT* and will be responsible for all promotional activities and for processing orders. HK will also provide NATA with a half-page column in which to provide *ATT* subscribers with information about athletic training. *ATT* reaches both domestic and international members. The NATA will provide HK with a half-page of editorial space in 2 issues of *NATA NEWS* to promote *ATT*, and will include a flier about *ATT* in new member information packets.

The NATA Board of Directors asked HK to change the name of *ATT* which they agreed to, beginning with the first publication in 2000. The HK publication will be titled *Athletic Therapy Today: The Professional Journal for Certified Athletic Trainers and Athletic Therapists*.

The *Journal of Athletic Training* remains the official publication of the NATA and will continue to be a member benefit for NATA members.

### **5. Donica vs. HealthSouth:**

An ad was run in the September 1999 issue of *NATA NEWS* soliciting Certified Athletic Trainers who might be eligible to join a class action lawsuit regarding exempt/nonexempt classification of ATC's. The NATA president, staff and legal counsel consulted extensively before the ad was published and determined it was legally appropriate to do so. The mission of the *NATA NEWS* is to provide information to NATA members.

### **6. Reimbursement Advisory Group:**

Keith Webster and Marje Albohm, represented the NATA at the American Hospital Association's Uniform Billing Committee meeting in early November. At this meeting the NATA submitted our request for a code for athletic trainers. After much discussion the UB Committee added a code for athletic trainers. Effective October 1, 2000, athletic trainers can bill for services in the hospital setting. This is a major step for NATA!

A system has been developed and implemented to provide monthly communication with the State Reimbursement Representative/State Presidents regarding reimbursement issues.

Reimbursement efforts have been moving along very well and many of the goals established at the August 1999 strategic planning meeting have been accomplished, therefore, another strategic planning meeting is set for the week of May 4, 2000.

## **7. Corporate Sponsorship Programs:**

Corporate membership continues to expand, *NATA NEWS* ad sales and exhibit booth sales are healthy and continue to increase. Gatorade has signed a new three-year contract. Johnson & Johnson and Tinactin contracts have also been renegotiated. Contract negotiations for Cramer, GlaxoWellcome and Motrin are in progress. Contract negotiations are also in progress with Nature's Chemist, SXSportsMed.com and Maginnis & Associates/Seabury Smith as official suppliers.

NATA does not endorse its official sponsors' and suppliers' products. The advertisers pay for the right to be called official sponsors and official suppliers.

Currently, 15% of sponsorship revenue is awarded to each district. In return, sponsors receive certain prerogatives at district meetings. When NATA's sponsorship program began, one goal was to decrease the district allocation to 10% when sufficient sponsor income was received. Sponsor revenue has now increased to that point. So beginning with the fiscal year 1999-2000, the district allocation will be 10% of sponsorship income. This reduction in the percentage does not represent a reduction in the actual dollar amount awarded to each district, in fact this will represent an increase in the actual dollar amount.

Added new staff position of Corporate Programs Coordinator to assist the Corporate Programs Manager and Assistant with the many NATA sponsors.

## **8. Council On Employment:**

Brad Sherman has been approved as Chair. Committee member selection was based on involvement in employment issues and not already serving on an NATA committee, so that committee members can devote their full attention to this effort. It is believed that there will be too much work for existing committee members to serve on COE, as well as perform the duties on their current committee assignments. Committee members will liaison with other NATA committees in an effort of communication. As the Council develops its methods and strategy, district representation may evolve.

Currently COE is in the process of reviewing the current employment situation so as to not duplicate the efforts of other committees. The purpose is to analyze, explore and enhance the employment of athletic trainers through the shared communications with certified athletic trainers, NATA committees, NATA staff and current and potential athletic trainer employers.

The goals and objectives include: analyzing members' thoughts and perceptions of the profession and employment issues; evaluating external market demand from the employer standpoint; analyzing and tracking the health care market trends and how they impact athletic training employment; developing and encouraging programs that support entrepreneurial efforts.

### **Employment Opportunity:**

OSHA is considering regulations that would make companies responsible for repetitive job-related injuries to employees. A certified athletic trainer could be the right person to manage a business' response to these regulations. The COE will keep abreast of any developments concerning this possible regulation.

## **9. Building Tenant:**

SouthWestern Bell has leased the lower level of the national office for a few years now and the lease expires in May 2000. They will most likely renew the lease for about half of the current space. NATA will take back the remaining space and utilize it as office space. Currently NATA uses a portion of the lower level for office space and storage.

## **10. District Meeting at the National Convention:**

District meetings at the 2000 national convention will be held on Friday afternoon. Check the final program for exact time and location. Please plan to attend.

## **11. Awards:**

The American Society of Association Executives and the Visiting Nurses Association of Dallas honored NATA staff with a 1999 Association Advance America Honor Roll. This award is for outstanding program which has resulted in significant benefit to American society, specifically for NATA's work in support of Christmas for Hospice Children.

ASAE also awarded NATA with an Honorable Mention in the Gold Circle Award competition for the *NATA 50 th Anniversary Video*. The Gold Circle Awards Program is a very important activity and one that sets the standard for professionalism in the communications field.

## **12. Placement Committee:**

The NATA will not charge employers to list on the placement vacancy notice (PVN). While this could be a good source of revenue, the PVN is viewed as a member service. Charging employers for job postings might decrease the number of listing considerably and thereby limit opportunities for our members.

No other health care professional association offers a comparable service.

District 7 has a vacancy on the Placement Committee. Any District 7 member who is interested should contact District Director/President Scott Linaker.

## **13. Commission on Accreditation of Allied Health Education Programs:**

Larry Leverenz has been reappointed as NATA liaison to the Commission on Accreditation of Allied Health Education Programs. This is a one-time exemption on NATA's term limits so Larry can complete his term as CAAHEP President.

## **14. NATA Board of Certification:**

### **National Certification Board for Orthopedic Technicians:**

This certifying agency will allow ATC's with five years of practice experience to sit for its exam. Certified Orthopedic Technicians can bill for services in a physician's office and an operation room.

### **APTA Advanced Qualification in Emergency Care:**

The Sports Physical Therapy Section (SPTS) of the APTA offers the American Red Cross Emergency Response Course to interested APTA members as they prepare for specialist certification in the sports area. It is one option to meet preparation in emergency care (the others being either currently certified as an EMT or ATC). The course is taught by American Red Cross certified instructors who also happen to be SPTS members. It is one small part of a larger specialization process in sports physical therapy which has been in place since the mid 1980's and is conducted under the auspices of the American Board of Physical Therapy Specialties.

There is great concern about this course offered to physical therapists through the APTA. It could be interpreted as qualifying persons to cover high school games. This is certainly not the same as the qualifications of an ATC, but some states allow it anyway. NATA cannot impact the situation. NATA has no stand on this issue and there is no course of action available.

## **15. American Cancer Society Skin Protection Federation:**

NATA has become a member of the American Cancer Society Skin Protection Federation. This group puts out a packet of information on the effect of sun exposure. The member organizations are substantial and well known.

## **16. Public Relations Committee:**

### **National Safe Kids Campaign:**

NATA is a partner with the National Safe Kids Campaign during the National Safe Kids Week 2000. This year's program will launch a child safety initiative on sports and recreational injury prevention called Safe Kids @ Play. Extensive national and local media coverage is expected. Consumer materials with injury prevention tips will feature ATC's. This is a beneficial relationship and good exposure for ATC's.

### ***Advance for Directors in Rehabilitation:***

This publication has contacted NATA regarding articles to put in its magazine about Certified Athletic Trainers who work in the clinical setting. Publications will appear quarterly and each NATA certified member in the clinical setting will receive a complimentary subscription. NATA will offer story suggestions and names of interview subjects for the writers.

### **Center for Disease Control:**

The Center for Disease Control is beginning a campaign focused on anti-tobacco use. The NATA Board of Directors agreed to partner with the CDC on this project.

## **17. World Federation of Athletic Training Task Force:**

The NATABOD approved the formation of a World Federation of Athletic Training. The World Federation will be a coalition of national organizations of health care professionals in the fields of sport, exercise, injury/illness prevention and treatment. The vision will be to promote quality health care worldwide for active populations.

This will give NATA a leadership role in promoting athletic training on a global basis.

### **18. Pre-Olympic Scientific Congress:**

The NATA has been invited to participate in a half-day symposium at this meeting scheduled just prior to the 2000 Olympic games. NATA has accepted the invitation and will develop its own program. The funds will come from the restricted grant for international efforts. The NATA will send four representatives who possess academic and hands-on skills. The four representatives will be Julie Max, Tom Koto, Kathleen Laquale and Gene Verel Bayliss. The NATA can exhibit strong leadership in its presentation and this is a superb public relations opportunity.

The NATA Board of Directors has approved the use of the NATA logo on materials for the Pre-Olympic Scientific Congress, but only in conjunction with the NATA Symposium. This will give NATA more recognition at an important international assembly.

### **19. Bone and Joint Decade:**

The NATA has joined the Bone & Joint Decade National Action Steering Committee for \$6000 with the financial component to be reviewed annually. The Bone and Joint initiative is a global campaign to improve the quality of life for people who have musculoskeletal conditions, and to advance understanding of musculoskeletal conditions through education, prevention and research. Since its inception in 1998, more than 400 organizations worldwide have endorsed the Decade initiative, and seven national governments have officially designated the years 2000-2010 as the Bone & Joint Decade.

The vision for the US National Action Network is one of a loosely structure umbrella coalition comprised of musculoskeletal care providers and professional organizations, patient advocacy groups, industry and manufacturing representatives, and other related specialty groups across the US. Each will act independently to create activities to support the Decade movement, to do public education, and to raise awareness of the quality of life and financial impact of musculoskeletal conditions of society, and to raise the level of funding available to vital musculoskeletal research and development.

### **20. NATA and Groundhog Job Shadow Day:**

Over the past couple of years the national office staff has participated in Groundhog Job Shadow Day with much success. School aged children were able to see first hand what goes into running a national association. Because of the success of this venture, the NATA is encouraging each and every Certified Athletic Trainer to strongly consider participating in future Groundhog Job Shadow Days. Turn young people on to the profession of Athletic Training and let them see first hand what a Certified Athletic Trainer is.

### **21. Governmental Affairs:**

The NATA Governmental Affairs Committee has developed favorable language for definitions of key terms for states considering revising existing regulations or creating new regulations. The definition of terms is only a recommendation, as any state association may use whichever language they prefer. If a state association is interested in receiving a copy of the recommended definitions, please contact Rich Rogers at the NATA.

### **22. Hall of Fame:**

After many months of investigation and discussion, the NATA Board of Directors has approved the proposal by the Chair of the Honors & Awards Committee to change the 25 year membership requirement for candidate eligibility for Hall of Fame to 25 years certified membership. Beginning with the year 2003, a Hall of Fame candidate must have 25 years of certified membership to be eligible for NATA Hall of Fame consideration.

### **23. Membership:**

The 1999 figures show an increase in total membership, a slight increase in the number of suspended members, and an increase in the number of new members. Retention is holding steady at 92%. Through the year 1999, NATA membership is slightly over 26,000 members.

### **24. Liaisons:**

#### **National Alliance for Nutrition and Activity:**

The NATA has established liaison activities with the National Alliance for Nutrition & Activity (NANA). The NANA advocates national policies and programs to promote healthy eating and physical activity to help reduce the illness, disabilities, premature deaths, and costs caused by diet and inactivity related diseases such as heart disease, cancer, high blood pressure, diabetes and obesity.

One of the primary goals of the Alliance is to cultivate champions for nutrition, physical activity and obesity prevention programs, advocating adequate funding for programs, and promoting environmental approaches to help Americans eat better and be more active.

The Alliance is made up of a number of public health, health professional, and consumer organizations, groups that represent the interests of women, children, older Americans, and minorities, and organizations that represent the produce, supermarket, and fitness industries.

**American College of Allergy, Asthma & Immunology:**

The NATA has also established a liaison with ACAAI in an attempt to work together to help promote wellness in athletes. The American College of Allergy, Asthma and Immunology is an organization of allergists-immunologists and related health care professionals dedicated to quality patient care through research, advocacy and professional and public education.

**25. Appropriate Medical Coverage for Intercollegiate Athletics Task Force:**

At the February NATA Board of Directors Meeting the Board approved the Recommendations and Guidelines for Appropriate Medical Coverage for Intercollegiate Athletics. This has been a process which began in February 1998 with the ultimate goal being to ensure the health and safety of the student-athlete. Specifically, the mission of the AMCIA task force was to establish recommendations for appropriate medical coverage to provide the best possible health care for all intercollegiate student-athletes without discrimination. This document is intended as guidelines and recommendations, and is a "living" document and as such many variables must be considered when implementing the formula.

Beginning at District Meetings in 2000, the AMCIATF will embark on an extensive public relations campaign to educate NATA members and others in the sports medicine community. In addition to district meetings, educational sessions will be held at the national meeting as well; letters will be sent to ATC's in the college/university settings; recommendations will also appear in the *NATA NEWS*, on the NATA web site, and on the athletic training listserv. In addition, information will be presented to the sports medicine community at the annual meeting of prominent organizations; press releases will be posted on listservs related to sports medicine; press releases will be sent to all major news sources.

**The Recommendations and Guidelines for Appropriate Medical Coverage for Intercollegiate Athletics represents a major step forward in student-athlete health care. It is important for members to attend the planned educational sessions and learn how this tool can help improve the medical care for their student-athletes.**

**PLEASE PLAN TO ATTEND THE PRESENTATION ON THE  
RECOMMENDATIONS AND GUIDELINES FOR  
APPROPRIATE MEDICAL COVERAGE FOR  
INTERCOLLEGIATE ATHLETICS ON  
SUNDAY MARCH 26, 2000 AT 10:30 AM.**