

**NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
DENVER, COLORADO
May 2, 2003
JULIE MAX, Med, ATC, PRESIDING**

CALL TO ORDER: President Max called the meeting to order at 8.28 a.m. MT.

ROLL CALL: Vice President Joe Iezzi reported with the exception of one expected later, all board members were present.*

PRESENT:

Julie Max, MEd, ATC	Charles Rozanski, ATC
Kathleen Laquale, PhD, ATC	Barrie Steele, MS, ATC
Joe Iezzi, ATC	Paul Genender, Esq.
Marjorie Albohm, MS, ATC	Eve Becker-Doyle, CAE
Lynn Bott, MS, ATC	Teresa Foster Welch, CAE
Sandy Miller, MS Ed, ATC	Cate Brennan Lisak
D. Scott Linaker, ATC	Larry Commons
Andy Paulin, ATC	Lori Marker
Chuck Kimmel, ATC	Erica Daniels
Thomas Koto, Jr., ATC	Karen Peterson

* D. Rod Walters, DA, ATC (*present for afternoon only.*)

WELCOME & INTRODUCTORY REMARKS

President Julie Max welcomed board members, District X director-elect Barrie Steele, District III director-elect Charles Rozanski, and new legal counsel, Paul Genender. President Max acknowledged this is the last spring meeting for Directors Tom Koto and Rod Walters, and thanked them for their ongoing contributions during their tenure.

PROCEDURE FOR LOGGING CONTINGENCY REQUESTS

Executive Director Eve Becker-Doyle reported the contingency fund balance of \$38,750 and advised all requests would be recorded and voted on at the end of the meeting.

DECEMBER BOARD MEETING

District IX will host the NATA board meeting in New Orleans, Louisiana on Friday 12 and Saturday 13 December 2003. The Finance Committee will meet on Thursday 11 December. NATA board members will host the dinner for the PBATs executive board on Thursday evening. A member reception will be held on Saturday night.

NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

Karen Manista, ATC/L, NATA's liaison to the National Federation of State High School Associations, recently rotated off the NFSHSA Sport Medicine Advisory Committee. The New Jersey State Interscholastic Association has nominated SSATC member Dave Csillan, MS, ATC, as a representative on the NFSHSA Sport Medicine Advisory Committee.

APPROPRIATE MEDICAL CARE FOR SECONDARY SCHOOL-AGE ATHLETES TASK FORCE

New timeline

The AMCSSAATF will meet at the Annual Meeting to complete the revision of the document prepared to support the recommendations made in the AMCSSAA task force consensus statement. The target date for completion of the document is November 1, 2003.

Revised budget request for year two

**VOTED: TO APPROVE THE APPROPRIATE MEDICAL CARE FOR SECONDARY SCHOOL-AGE ATHLETES TASK FORCE CONTINGENCY REQUEST OF \$5,850, TO CONTINUE THE WORK OF THE TASK FORCE IN 2003-2004.
(9,6) PASSED 10-0-0**

(This motion assumes the contingency account can accommodate this funding request, pending review of other requests at the end of this board meeting.)

CLINICAL/INDUSTRIAL/CORPORATE ATHLETIC TRAINERS' COMMITTEE

The CICATC has requested board permission to form permanent unfunded liaison relationships with the Medical Group Management Association (MGMA) and the National Society for Orthopaedic Administrators (BONES), to enhance the professional stature of members and strengthen our credibility and visibility.

**VOTED: TO APPROVE THE FORMATION OF LIAISON RELATIONSHIPS WITH THE MEDICAL GROUP MANAGEMENT ASSOCIATION AND THE NATIONAL SOCIETY FOR ORTHOPAEDIC ADMINISTRATORS.
(2,5) PASSED 10-0-0**

CICATC chair Sue Finkam, will propose candidates for the liaison positions.

PLACEMENT SERVICE

The board discussed the proposal to outsource NATA's placement service in order to provide a new state-of-the-art system and pursue a much-needed new source of non-dues revenue. The fee for posting a full-time job will be \$200; a part-time job or intern position will be \$50. The service will continue to be free to NATA members seeking employment.

Conservative estimates of income were presented, based on the premise that between 1/2 and 1/5 of current PVN users would utilize the new placement service, to be implemented in October 2003. A fund allocation system was discussed to return funds to benefit the members in ways that will enhance their professional stature and advance the profession. The Placement Committee will continue to run the placement service at convention.

**Voted: To table the decision whether or not to outsource the placement service until the June 28, 2003 board meeting.
(2,1) Defeated 4-6-0
(IV, V, VII, VIII, IX, X voted against the motion)**

VOTED: TO ACCEPT THE PROPOSAL TO OUTSOURCE THE PLACEMENT SERVICE. (STAFF WILL SUBMIT THE RECOMMENDED PROVIDER/PROPOSAL FOR BOARD APPROVAL. THE SERVICE WILL BE REVIEWED AFTER THREE YEARS.

(10,4) PASSED 7-3-0

(I, II, III voted against the motion)

JOURNAL COMMITTEE

Contingency request to pay for indexing.

The *Journal of Athletic Training* recently was accepted for indexing by Pub Med Central. The *Journal* Committee would like back issues from January 2000 to be included in the indexing.

VOTED: TO APPROVE THE JOURNAL COMMITTEE REQUEST FOR \$4,500 FROM THE CONTINGENCY FUND, TO PAY FOR THE INDEXING OF BACK ISSUES OF THE JOURNAL STARTING WITH JANUARY 2000.

(10,9) PASSED 10-0-0

Update on *Journal* editor search

Craig Denegar, PhD, ATC, PT from Pennsylvania State University, and Chris Ingersoll, PhD, ATC, University of Virginia, have submitted applications. Dr Ingersoll has resigned from the *Journal* Editor Search Committee and has been replaced by Michael Sitler, EdD, ATC. The *Journal* Editor Search Committee will interview the two candidates on site at the June 2003 annual meeting.

Report on members requesting copies of the *Journal of Athletic Training*

As of April 10, of NATA's approximately 22,791 members eligible to receive the *Journal* of Athletic training, 11,853 members or 52% opted to receive a hard copy of the *Journal*.

PRONOUNCEMENTS COMMITTEE POSITION STATEMENTS

The Pronouncements Committee has recommended three topics for new position statements.

VOTED: TO APPROVE THE PRONOUNCEMENTS COMMITTEE TOPIC RECOMMENDATIONS FOR NEW POSITION STATEMENTS.

- 1. PREVENTION AND MANAGEMENT OF SUDDEN CARDIAC DEATH IN SPORT**
- 2. MANAGEMENT OF DIABETES IN THE PHYSICALLY ACTIVE**
- 3. EMERGENCY MANAGEMENT OF JOINT DISLOCATION**

(10,1) PASSED 10-0-0

BOARD OF CERTIFICATION

The Board of Certification has asked for presentation time at each district athletic training student meeting. While it is not the policy of NATA's board of directors to insist on particular schedule formats, board members support this request as a great opportunity for students. Board members will make recommendations to their respective district meeting planners to include time in the district meeting student schedules for the Board of Certification's presentation.

NATIONAL ACADEMY OF SPORTS MEDICINE

Mike Clark, president of the National Academy of Sports Medicine, presented a proposal to the NATA to officially recognize the NASM as a nonexclusive continuing education service provider for ATCs. Working at the district and national level, the NASM would offer two home study courses – Performance Enhancement Specialist (NASM-PES), and Integrated Flexibility Specialist (IFS). This arrangement would not conflict with any current sponsors or NATA service providers. Education Council Executive Committee Chair, Chad Starkey and Continuing Education Committee Chair, Peg Houglum have expressed support for the PES and IFS programs.

**VOTED: TO ADOPT THE NATIONAL ACADEMY OF SPORTS MEDICINE AS A NONEXCLUSIVE CONTINUING EDUCATION SERVICE PROVIDER FOR NATA-CERTIFIED MEMBERS. THE CONTRACT WILL BE EXECUTED BY NATA STAFF.
(10,6) PASSED 10-0-0**

TRADEMARK VIOLATION UPDATE

On behalf of NATA, legal counsel Paul Genender filed suit against the National Trainers Association in January 2003, for infringement of NATA's trademark. No response has been received and default judgment papers have been filed.

Director Rod Walters joined the meeting.

2010 ANNUAL MEETING PRESENTATIONS

Presentations to host the NATA 2010 annual meeting were made by the cities of Boston, Orlando and Philadelphia.

Board members used a ballot vote to rank order their preferences.

VOTED: TO APPROVE PHILADELPHIA AS THE SITE OF THE 2010 ANNUAL MEETING, CONTINGENT UPON STAFF COMPLETING A SITE VISIT TO CONFIRM ITS HOTEL PACKAGE MEETS EXPECTATIONS.

Results: Philadelphia – 9 first place rankings, 1 second place ranking, 0 third place rankings
Orlando – 1 first place ranking, 6 second place rankings, 3 third place rankings
Boston – 0 first place rankings, 3 second place rankings, 7 third place rankings

ATHLETIC TRAINING IDENTITY

The question of whether to change the name of the athletic training profession has become a regular topic of conversation among members. Earlier this year, the board asked staff to develop a white paper examining what would be involved in a name change. A task force will be appointed to oversee the process, of which research is a key component. It is possible the task force may consist of one member of the Hall of Fame and four members who do not hold leadership positions. Practice settings will be considered as the group is assembled.

It is estimated the initial cost of surveying the membership will be \$10,000. An additional \$10,000 is requested from the surplus this year to cover expenses of the task force, if the project goes forward and it is necessary for the task force members to travel to the district meetings in 2004.

**VOTED: TO PROCEED WITH INVESTIGATION OF THE ATHLETIC TRAINING IDENTITY AND NOMENCLATURE THROUGH DECEMBER 2003, USING \$10,000 FROM THE SURPLUS FUND. THE BOARD WOULD THEN REVIEW FEEDBACK FROM THE TASK FORCE AND MEMBERSHIP AND VOTE ON WHETHER TO PROCEED.
(10,2) PASSED 6-5-0**

(III, V, VI, VII, VIII voted against the motion. The president cast the deciding vote.)

President Max would like to receive nominations for task force members from district directors.

ETHNIC DIVERSITY ADVISORY COMMITTEE

Transition plan

Ethnic Diversity Advisory Committee chair, Veronica Ampey MS, ATC has proposed a minor change in the transition plan presented at the December 2002 board meeting.

By consensus, the board approved a change to the Ethnic Diversity Advisory Committee transition plan, namely to bring on a member from District VI in 2003 and a member from District VII in 2004.

Grant funds

The Ethnic Diversity Advisory Committee has requested that unused grants funds be rolled over for usage next year. This has been accomplished.

PRESIDENTIAL SLATE

Process

2004 presidential contenders were announced. They are current board members Marje Albohm, District IV Director, Joe Iezzi, District II Director, Chuck Kimmel, District IX Director and previous board member Tony Marek who was Director of District VIII from to 1996 – 2002.

Presidential contenders were asked to leave the room.

Remaining board members discussed the process of selecting two candidates for the presidential slate. It was decided no candidates will be allowed to hear the other candidates' presentations, and only current board members who are not candidates for the presidential slate will have a vote.

Presidential contenders rejoined the meeting.

Board of Certification strategic planning session

The Board of Certification has invited and will pay expenses for the two presidential candidates to join the BOC strategic planning session in Omaha on Friday July 18 and Saturday July 19, 2003. Presidential contenders should keep these dates free.

ADJOURNMENT: The meeting was adjourned at 5.03 pm MT.

**MINUTES
NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
DENVER, COLORADO
May 3, 2003
JULIE MAX, MEd, ATC, PRESIDING**

CALL TO ORDER: President Max called the meeting to order at 8.30 a.m. MT.

ROLL CALL: President Max reported all present.

PRESENT:

Julie Max, MEd, ATC	Charles Rozanski, ATC
Kathleen Laquale, PhD, ATC	Barrie Steele, MS, ATC
Joe Iezzi, ATC	Paul Genender, Esq.
D. Rod Walters, DA, ATC	Eve Becker-Doyle, CAE
Marjorie Albohm, MS, ATC	Teresa Foster Welch, CAE
Lynn Bott, MS, ATC	Cate Brennan Lisak
Sandy Miller, MS Ed, ATC	Larry Commons
D. Scott Linaker, ATC	Lori Marker
Andy Paulin, ATC	Erica Daniels
Chuck Kimmel, ATC	Karen Peterson
Thomas Koto, Jr., ATC	

WEBSITES FOR MEMBERS

NATA has been investigating offering professionally designed and maintained, personalized websites to members as another means of enhancing member benefits. A recent survey of members showed 71% of those surveyed would use a personalized website. There would be a one-time cost of \$69.95 to design an individual site, then \$99 per year to host and maintain it.

**VOTED: TO SUPPORT OFFERING PERSONALIZED WEBSITES TO MEMBERS.
(9,8) PASSED 10-0-0**

EMERGENCY COMMUNICATION SYSTEM

Recently the issue of security has become significant in this country. NATA staff have addressed the issue of a potential crisis during the annual meeting, by developing a communications plan for association leadership that details emergency procedures. The plan covers both natural disasters (tornadoes, hurricanes, high wind storms/hail storms, floods and earthquakes), and human initiated emergencies, (fires, thefts, emergency medical incidents, chemical spills, bomb threats, transportation accidents and terrorism).

JRC-AT AFFILIATION

For more than a year a re-alignment of the JRC-AT has been under discussion. The JRC-AT would like to move from CAAHEP to self accreditation under the auspices of the Council for Higher Education Accreditation (CHEA). Pete Koehneke, JRC-AT chair, presented the JRC-AT's report, outlining the JRC-AT's proposal to proceed with this course of action, along with the background and reasons for making the change.

Director Marje Albohm, at President Max's request, presented the rationale for the JRC-AT staying with CAAHEP. Board members discussed at length the material put forward by the JRC-AT in support of the move, and by CAAHEP, opposing the move.

VOTED: TO SUPPORT THE JRC-AT RECOMMENDATION TO MOVE FROM CAAHEP, SUBJECT TO THE ECEC'S SUPPORT OF THIS MOVE .
(10, 1) PASSED 9-0-1
(Abstention by District IV)

INTERNATIONAL SPORTS VISION ACADEMY

The International Sports Vision Academy is now defunct. It is proposed NATA form a liaison relationship with the American Optometric Association Sports Vision Section.

VOTED: TO APPROVE AN UNFUNDED LIAISON TO THE AMERICAN OPTOMETRIC ASSOCIATION SPORTS VISION SECTION, ASSUMING THE GROUP IS IN FAVOR OF SUCH A LIAISON.
(2,9) PASSED 10-0-0

COMMITTEE MEMBERS

The board discussed the committee ballot process.

APPROPRIATE MEDICAL COVERAGE FOR INTERCOLLEGIATE ATHLETES TASK FORCE

Presentation of research study outcome

AMCIA task force member, Sandra Schultz, PhD, ATC, CSCS presented the revised document, 'Recommendations and Guidelines for Appropriate Medical Coverage of Intercollegiate Athletics (revised May 2003)'. The document is particularly significant as the first study to track treatment time for non-time loss injuries.

AMCIA chair, Denny Miller, ATC, PT has asked the board to consider the guidelines a living document, which will be revised and updated on an ongoing basis. It will be presented to the membership in June.

VOTED: TO ACCEPT THE DOCUMENT AS PRESENTED.
(9, 3) PASSED 10-0-0

EXTERNAL MARKETING REPORT

Coalition for a Healthy and Active America

The Coalition for a Healthy and Active America is a national non-profit organization committed to educating parents, children, schools and communities about the critical roles physical fitness and nutrition play in nurturing a balanced and healthy lifestyle, and its importance in reversing the growing trend of childhood obesity.

CHAA has requested NATA support the mission of the CHAA on a state, regional and national level. No financial commitment is involved.

**VOTED: TO OFFICIALLY SUPPORT THE MISSION OF THE COALITION FOR A HEALTHY AND ACTIVE AMERICA AND TO CONTINUE TO DO DUE DILIGENCE ON THIS ORGANIZATION.
(2, 4) 10-0-0**

Joint Meeting on Coordinated Market and Awareness Strategies for 2003

External Marketing Director Cate Brennan Lisak presented a report on the February 2003 meeting. Primary objectives of the meeting:

- to provide a forum for NATA leaders to share information
- to focus on key initiatives for the future of certified athletic trainers in non-athletic settings
- to determine the current positioning and image of NATA, its members and profession to support third-party reimbursement initiatives and expanded work settings
- to provide members with specific tools to help them penetrate non-athletic work settings

Update on External Marketing activities

Listed in Addendum 1.

PLACEMENT SERVICE

Allocations proposal

The following proposal was made to distribute revenue from the new placement service:

10% job development
2% SSATC settings fund
2% CIC
2% CUATC
2% NATA Foundation
2% Placement
1% for each District
30%

The funds would be grants and could be carried over from year to year if not used.

**Voted: To table the specifics of the allocations proposal until June 2003.
(3,7) Defeated 2-8-0
(III & X voted against the motion)**

**VOTED: TO APPROVE THE ALLOCATIONS PROPOSAL.
(2,9) PASSED 6-4-0
(III, V, VI, VII voted against the motion)**

EDUCATION COUNCIL

Student membership category

Effective January 2004, the only route to accreditation will be via accredited programs. The board discussed the membership of non-certified students. Education Council Executive Committee Chair, Chad Starkey believes non-certified students may be admitted after this date, but under a new category. They would still pay student dues but would no longer be known as student members.

The board by consensus approved the concept. Staff will study the matter and make a report.

CONVENTION COMMITTEE

Request for new member to work with specialty groups

Currently there is no one on the committee who has the time to work with specialty groups. The Convention Committee has requested the addition of a new committee member for this purpose.

VOTED: TO APPOINT AN ADDITIONAL CONVENTION COMMITTEE MEMBER TO WORK WITH SPECIALTY GROUPS, FOR A THREE YEAR TERM WITH THE OPPORTUNITY FOR RENEWAL. THE NEW MEMBER WILL BE A PRACTITIONER.

(9,5) PASSED 10-0-0

SALARY SURVEY

NATA recently responded to the high demand for salary information from members, employers and potential employers by conducting its first stand-alone, on-line salary survey.

Approximately 5,000 members responded. The results were released in March and published in the April *NATA News* and include information by district, work setting, job title and years of experience. For those employers wanting specialized information, an on-line database has been set up. Those wanting to access the database are charged \$25 (\$12.50 for those who participated in the survey), to help recoup the cost of setting up the database.

TRAVELLING NON-CERTIFIED STUDENTS

An NATA member from District I has written a letter to the editor of the *NATA News*, copied to the board, commenting about non-certified students being used in place of ATCs to travel with student athletes. The letter questions the practice of asking the host athletic trainer to supervise the actions of the traveling non-certified student.

Following discussion, the board decided to refer the letter to the Education Council Executive Committee, CUATC, CUATSC and the JRC-AT for consideration. Director Koto will inform the member of the board's action and confirm whether the member still desires her letter to be published in the *NATA News*.

CONTINUING EDUCATION COMMITTEE

Contingency request

The Continuing Education Committee recently identified the Citizen Advocacy Center, a group whose purpose is to ensure health care professionals remain competent through their careers. The CEC has submitted a contingency request for \$1,000 to send a member of the committee to attend a seminar held by this group in San Francisco in July 2003. A number of allied health care organizations (AARC, AOTA, APTA, CDR, NABP, NCSBN) are currently active in this organization. It is possible the CEC will also become a member organization.

VOTED: TO APPROVE THE CONTINUING EDUCATION COMMITTEE CONTINGENCY REQUEST FOR \$1,000 FOR CONTINUING EDUCATION COMMITTEE REPRESENTATION AT THE JULY 2003 CITIZEN ADVOCACY CENTER SEMINAR.

(10,6) PASSED 10-0-0

Internet home study courses

The Continuing Education Committee has submitted a request for \$25,000 to develop a web-based PASS program.

VOTED: TO APPROVE THE DEVELOPMENT OF A TRIAL WEB-BASED PROGRAM FROM THE VIRTUAL LIBRARY ON THE CONTINUING EDUCATION COMMITTEE WEBSITE AT NO COST. TO REQUEST ADDITIONAL INFORMATION BE PROVIDED REGARDING THE EDGIA PROJECT.

(3,1) PASSED (10-0-0)

Funds for this project were earmarked from the surplus fund, pending submission of the data requested.

VOTE ON CONTINGENCY REQUESTS

VOTED: TO ALLOCATE \$11,350 FROM THE CONTINGENCY FUND, AS FOLLOWS, LEAVING A BALANCE OF \$27,400:

- **AMCSSAATF 2nd year \$5,850**
- **JAT – Pub Med Central \$4,500**
- **CEC request - allied health meeting \$1,000**

(9, 6) PASSED 10-0-0

DENVER BOARD MEETING HIGHLIGHTS

An email blast will be sent to members next week, recapping the highlights of the May 2003 board meeting.

DISTRICTS

District VII

Elections are currently in progress. This is the first time District VII has separated the position of President from that of District Director.

Wyoming has made the first step towards regulation with the granting of an exemption.

District VIII

In June 2003, Ky Kugler, EdD, ATC takes over from Jeff Martinez, ATC as District Treasurer.

District IX

Mary Beth Horodyski, EdD, ATC/L will continue as District Treasurer.

District X

Districts VII, VIII and X will continue to look at holding a West mini meeting.

Districts VIII and X have passed licensure.

APRIL BOARD BALLOT

All candidates on the April board ballot were approved by the board.

SUMMER/FALL CONFERENCE CALLS 2003

Dates and times will be circulated within the next two weeks.

SPECIAL CONFERENCE CALL TO DISCUSS SURPLUS ALLOCATIONS

The date and time will be announced next week.

CLOSING REMARKS

President Max and Eve Becker-Doyle thanked the board and staff for their hard work and a successful meeting. President Max commended individual staff members for their input to the meeting and expressed special appreciation to Eve Becker-Doyle.

ADJOURNMENT

The meeting was adjourned at 2.45 pm MT.

ADDENDUM 1

Update on External Marketing activities

(presented by NATA External Marketing Director, Cate Brennan Lisak)

- Events
 - BONES presentation by M. Albohm and S. Finkam (April 2003)
 - National School Board Association by SSATC (April 2003)
- Presentation submissions
 - American Academy of Pediatrics (physician extender)
 - BONES 2004 (physician extender)
 - MGMA 2004 (physician extender)
 - Athletic Business Convention 2003 (various)
 - National School Board Association 2004 (topic to come)
- Articles under submission
 - Society of Professional Coders (not settled)
 - MGMA (physician extender)
 - Advance for Directors in Rehabilitation (various)
 - Orthopaedics Today (physician extender)
- PR and other external relationships
 - Working on JHACO issues
 - American Senior Fitness Association
 - YMCA
 - American Hospital Association
 - Safe Kids
 - American Public Health Association
- Networking activities
 - National School Board Association convention and trade show
 - Health Professions Network
 - OSHA
 - American Society for Healthcare Human Resources Administrators
- Published reports
 - Certified Athletic Trainers Succeed as Multi-skilled Hospital Workers
 - Certified Athletic Trainers Deliver ROI in Occupational Work Settings
 - International members—pending writing of report
- Other marketing activities
 - News releases to influencers
 - Mailing to 4000 MGMA members promoting physician extender website
 - Mailing to 100 National School Board Association attendees who visited the booth; got PPG guide, SSATC consensus statement
- New reimbursement session II
 - Conducted at six of 10 districts; provided new manual that contained more how-to steps. Remaining districts are scheduled. Good member activity and calls as a result. Interest is building.
- Any Willing Provider/Discrimination Legislation
 - Initiated the change to the Texas AT association, which resulted in legislation being introduced which is making good progress through the Texas Congress. Organized research on this topic, which will be provided to the members. These laws are part of the rules and regulations that govern third-party payers.
- VIP session at annual meeting
 - Working on recruitment of third-party payer executives and others for this event.

- NATA as consultant
 - Interest in how to gain reimbursement is growing, judging from calls on reimbursement, physician extender roles, associated business information.
- ATCs and rural health care
 - Early research and initial contacts made to CMS regarding the development of a pilot program. Also spoke with Rural Medicare Managers, and idea is universally accepted and liked (but off the record).
- Reimbursement Committee directory and a third-party payer directory
 - Designed, built and populated—should be available in May/June
- Independent Provider Association and the Consumer Directed Health Care Convention
 - Attending conference of 1,000 attendees of physicians, practice managers, health care executives and affiliated persons. Goal was to network, recruit for VIP, gain trade publication stories, trends.
 - Introduce ATCs as allied health care pros to a new audience.
- Other activities
 - FAQs updated
 - Monitoring consumer-directed health plans for potential ATC positioning and reimbursement
 - COR member job description written and distributed
 - Third-party reimbursement model and outcome study—proposed
 - Workers compensation companies regarding value of ATCs; initial investigation underway
- National Athletic Training Month
 - Good grass roots member participation— media analysis to come
 - Phone contest
 - March 6 "Today Show" segment on concussions that included several mentions of athletic trainers.
- National Sportscasters and Sportswriters Assn - fourth year
 - Make contacts with top sportscasters and sportswriters in the country; provide insight into the medical expertise of ATCs.
 - NATA Excellence in Sports Medicine Reporting Award winner was Rick Reilly, Sports Illustrated, article on anti-tobacco use.
 - 2-hour seminar on sports medicine and HIPPA: Al Green, PR chairman; Kevin Guskiewicz on concussions; Charlie Rozanski on medical terminology, sprains and strains. Also luncheon.
- E-blast Newsletter
 - A PR Committee initiative where all members receive a monthly e-mail newsletter to promote grass roots public relations and now NATA activity. Three issues were published in March to promote NAT month; it is now monthly and shared by External and Internal marketing departments.
- ATCs: Unique Health Care Providers
 - Viral e-mail awareness project in production. Estimated distribution is May 2003.
 - Goal is to increase awareness of the athletic training profession to the general public. Includes ability to personalize an introductory letter and then forward on to interested individuals (PTA presidents, legislators, etc.)
 - Several distributions are possible; analysis on results will be conducted.
- Media Guide
 - Initial print has 4000 to sports and medical media; sports information directors; PR staff at professional leagues
 - 4000 in second printing for additional distribution and other uses