

AzATA Board of Directors Meeting
July 20, 2007 9:00am NAU Flagstaff, AZ

- I. Attendance / Role Call
- II. Establish a quorum
 - A. Board members in attendance: Becky Notestine, Vice President; Sharon McLaughlin, Secretary; Scott Horton, Treasurer; Gregg Schroeder, College and University Representative; Matt Anderson, Clinical/Professional Representative; JD Burgess, High School Representative
 - B. Chris White, President absent
 - C. Quorum established with 6 in attendance
 - D. Others in attendance: Rick Ball, Legal Counsel; Eric Freas, Honors and Awards Committee Chair
- III. Welcome
- IV. Treasurer's Report (Scott Horton)
 - A. General Account is at \$12, 287.79; Legislative Account is at \$7,318.25 including a \$500 donation from Brophy Prep Physicals. Professional Education Account is at \$7387.51 including all of the registration fees to date for the summer meeting. It does include most of the speaker fees it is just missing the hotel room fees. Approximately \$30-\$500 will come out after the meeting to cover those expenses.
 - B. Becky noted that copying expenses were donated by Eric Sauers at AT Still who covered all of the copying expenses at the school saving the PEC a great expense for the summer meeting.
 - C. Scott notes that this is the first month we have lost money in the investment account. If we continue to lose money he will begin discussion on moving around and changing the position of some of our money. Rick suggests that we need to see at least a 3-4 month loss trend before we consider moving our money into a "safer" account. Scott also clarified that the initial investment has been in place for a year and we have nearly \$29,000 that is eligible for withdraw from the account.
 - D. Preview of 11/7 Budget Process
 - i. Scott suggests that we discuss this at the conference call. We will need to consider some new additional line items, but otherwise we will be continuing working with the same trends.
 - E. SPORT Details
 - i. Approximately 75% of the registrants for the summer meeting used the online option. Scott feels is beneficial for the ease of the transaction. We are only supposed to be depositing 50 checks at a time rather than many checks at once which often happens with meetings and events. Additionally Scott notes that it is helpful that as treasurer he is now overseeing and working with the Meeting and Events committee.
- V. Committee Reports (Chairs and Board Liaisons)
 - A. Governmental Affairs – (John Parsons/John Neel/Debbie Craig) (Matt Anderson)
 - i. No report submitted
 - B. Professional Education – Ian McLeod (Becky Notesitne)
 - i. Meeting Planning
 - 1. Ian had indicated in his committee report that winter meeting planning had been hampered by a lack of date and location. Becky noted that when she realized Ian had not been informed that the meeting date of February 10, 2008 had been approved she informed him immediately.
 - ii. Future Goals
 - 1. Short Term: 0 - 6 months
 - a. Winter meeting planning.
 - b. Transition PEC chair responsibilities to the new chair.
 - c. Initial planning of the summer meeting (goal is to have location, dates and general theme in place for dissemination at the winter meeting)

2. Long Term: 6 - 12 months
 - a. Continue planning of the summer meeting
 3. Steps in Place to Meet Goals
 - a. Ian has sent numerous emails inquiring about the replacement PEC chair.
 - b. Becky will contact the people that Chris has suggested as possible replacements and also suggests sending out an e-blast as a means of contacting membership in full.
 - c. Rick suggests that we target candidates, particularly people who are highly involved in education.
 - d. Rick discussed Mark Letengrae (District 7 rep for Clinic/Industrial/Corporate Committee) who is interested in helping the state association and RMATA. He has some contacts through his work with baseball with Holiday Inn and thinks that he can help in taking care of waiving some expenses. Rick mentioned this to Missy and Terri at the NATA meeting.
 4. Budgetary Concerns
 - a. Ian noted in his committee report that in December of 2006 the PEC account was at \$11,962 as of April 2007 that account was down to \$7373.26. More attention needs to be directed at preventing cost overruns for both the summer and winter meetings. I will take responsibility for the cost over run for the 2007 summer meeting, the new meeting and events co-chairs need to pay extra attention to controlling the catering costs of the winter meeting. PEC and meeting and events should coordinate with the sponsorship committee to take full advantage of the publicity that can be provided at the winter meeting.
 5. For the winter meeting it is recommended that there be a minimum of 2 lecture rooms available (ideally 3); 1 lecture room for the certified attendees; 1 lecture room for the high school attendees and ideally 1 smaller room for a breakout workshop for the college students (both graduate and undergraduate).
 6. Becky notes again that we must all thank Eric Sauers for his generous donation of printed materials for the summer meeting.
- C. Meeting and Events – Missy and Terri (Scott Horton)
- i. They started working with Crown Plaza in May to start getting things ready for February. They have secured the venue and are working on details of pricing and payment and will also work with Scott to get online registration up running.
 - ii. The only issue with this venue is that they only have one large meeting room, but in the past have also set up a tent facility that would work well as a lunch location. They will decide in the fall if they are going to set up the tent again this year. Once that decision is made we will know if we can have the meeting and meal in two separate locations. If we cannot the meeting will have to be with members seated at round tables so that there is no need for a lunch break.
 - iii. The committee chairs are working toward building an AzATA-specific Meeting and Events manual based off of the RMATA's manual.
 - iv. The Crown Plaza proposal will be sent to the entire board so that we can review the details of the proposal and vote on it at our conference call in August. Rick reviewed the proposal briefly and stated that there were many different "options" for pricing, but that it seems to be reasonably priced.
- D. Honors and Awards – Eric Freas (Scott Horton)
- i. We do not have a venue as we need a design to present first
 - ii. Eric has designed a 6x8 "box" that is 2" deep to put plates, pictures and names under the new heading "Members of AzATA Hall of Fame"

- iii. Discussion occurred on the need to reword some of the plaques in the display, including the need for the AzATA mission statement and updated domains of Athletic Training.
 - iv. Matt notes that adding in a bio for each person would be a nice touch for the hall of fame. Board agrees that adding biography to the name and picture of each member would be advantageous.
 - v. Eric notes with the size of the pictures at this time does not leave a lot of space for adding new members. At the size we have right now we could potentially move from 6 members up to 12-16 members. It is suggested that this space will be fine for now and as needed in the future we could size the pictures smaller.
 - vi. Discussion occurred on the advantages and disadvantages of different types of glass and frames that could be used to build the display. Becky suggested getting price estimates from several places, and Rick suggested that Eric look into a place that would build the whole display, rather than pricing frame and glass separately.
 - vii. Discussion on colors and need to go away from the previous pieces used in the display.
 - viii. Becky asks that Eric gets his estimates on plaques and engraving, pricing, and come up with suggested wording and coloring prior to the board's conference call in August. Eric will work on the design and make a recommendation, the board will vote on it in August.
- E. College Student Committee – Debbie Craig (Gregg Schroeder)
- i. Committee is currently dormant while students are on summer break. Debbie plans to recruit new student representatives at the beginning of the fall semester.
- F. Association Publisher – Tamara McLeod (Sharon McLaughlin)
- i. Tamara reports she has completed the June newsletter and is working on the September and December newsletters
 - ii. Jessica Martinez is her incoming editorial assistant.
 - iii. Tamara again stressed the need for updates from committees to have information in the newsletter.
 - iv. Rick notes that the newsletter is the only major source for information promoting summer meeting. Rick feels that one of the reasons for the poor turnout of members at the summer meeting is because of lack of publicity and lack of complete publicity. He notes that the March newsletter had a few lines discussing the meeting, and that the June newsletter had still incomplete information and it was deep within the newsletter. Matt adds that the lack of publicity gives members the impression that there is not much going on.
 - v. Further discussion occurred on the need for better advanced notice regarding both the winter and summer meetings so that members will be sure to mark their calendars for the event. Possible ideas for increased summer meeting promotion included using eye-catching postcards similar to those produced by the RMATA, promoting the great hotel rates available to members attending the meeting in Flagstaff and providing details of the summer event at the winter meeting which historically has a larger turn-out.
 - vi. Becky notes that it is the board's responsibility to set the dates for the meetings early so that the PEC and Meetings and Events Committees have ample time to prepare and promote the events. Board agrees that setting meeting dates early will be a priority for future meetings.
 - vii. Matt suggests we could look into making a bigger event in terms of total numbers by including other professionals. Rick notes that there is a large enough population of athletic trainers in the state of Arizona who are in need of continuing education that we should be able to have a large event without needing to invite other professionals
- G. Placement – Vacant (Gregg Schroeder)

- i. Eric notes that he still has interest in being the Placement Chair, and understands that there is a board concern in having someone handling more than one committee chair.
 - ii. He is willing to finish the Hall of Fame development and then will step down as Awards and Scholarship Chair so that he can begin as Placement Chair. He suggests that a new Awards and Scholarship Chair be appointed by December when new awards are submitted. He will discuss with Michelle Poppen or Michelle Gonzales and see if there is any interest from either of them in taking over as Awards Chair.
- H. Webmaster – Blair Cook (Sharon McLaughlin)
 - i. Sharon asks board members to review their contact information (as well as the committee chairs they supervise) for accuracy and confirm or provide changes within the next week.
 - ii. Board members are also asked to review the website as a whole and provide any suggested changes. Matt notes the need for the mission statement to be added to the webpage.
- I. AIA Liaison – Dave Hayward (JD Burgess)
 - i. Had a meeting with Dr Slimmer, the President of the AIA. They looked over the AIA website and were in approval of the Sports Medicine Advisory Committee site. They will allow for continued changes and additions to the website as the committee deems appropriate.
 - ii. They will put the AzATA logo on the front page of the AIA website, which is the second most used website in Arizona with over a million hits a months.
 - iii. He will get us put on as an agenda item when they have meeting with ADs to explain more about what ATCs do as well as job setting and job description issues.
 - iv. The AIA will be looking to the AzATA for guidance in the area of wrestling certification. Dave sent out a question/answer form to ATCs in the state in regards to this issue.
 - v. Discussion occurred on having uniformed shirts for ATCs who are working at state events.
 - vi. Has a meeting at the AIA on a monthly basis and are making a lot of good progress in the relationship between the AzATA and the AIA.
 - vii. Rick asks how the position statements for the website will be placed. Dave Hayward is going to make sure that they are placed on the site and before they are posted the board will be allowed to review and support these position statements being posted. Rather than making up new statements NATA position statements will be used. Rick notes that there are different “types” of statement, such as the difference between position statements and handouts for parents. He notes that they should all be on there. JD says he will follow up to be sure that they are.
 - viii. Maricopa County Health Inspector is imposing expectations regarding water distribution at schools. Rick notes an issue where a county health inspector threw out multiple station water dispensers at a school and wants to ban them all together with the hope that other counties will follow suit. Rick notes that someone with political clout and the ability to influence the school districts need to get behind the issue and provide good education regarding appropriate water distribution guidelines. He notes this is a “school” issue not an individual athletic trainer issue and the AIA needs to look into this issue rather than having the AzATA trying to fight this battle.
 - ix. JD will determine when the next meeting with the AIA will be with. Rick suggests that they go on the Maricopa County Health Department website and look at the guidelines (which are being enforced like regulations) for water dispersion safety. Rick suggested that ideally they would like to enforce every high school to have a water “clean” room with the capability to wash all dispensers in a three sink system and have a separate sink for filling containers

as well as storage. Bart Peterson got an estimate on creating a room like this and it would cost \$300,000 to create a room of that nature. He notes it is important that the AIA follow up on this issue as it would not be possible for all high schools to develop a system like this.

- J. Sponsorship – Jackie Kingma (Scott Horton)
 - i. Members
 - 1. Michael McKenney, MS, ATC, CSC (active)
 - 2. Greg Pott, ATC (active)
 - 3. David E. Edwards, MS, ATC (active)
 - ii. Since accepting this position Jackie has completed the following goals:
 - 1. Recruited 3 others AzATA members to serve on the Sponsorship Committee
 - 2. Assisted with the GAC in the inaugural raffle
 - 3. Formalized a new “Corporate Sponsorship Agreement” form
 - 4. Established a tier of corporate benefits for those who donate
 - 5. Personally secured 2-3 corporate donations
 - iii. Future Goals
 - 1. Short Term: 0 - 6 months
 - a. To begin work on 2nd Annual AzATA Raffle
 - b. To continue securing corporate donations
 - c. Possibly add 1-2 more members to this particular committee
 - 2. Long Term: 6 - 12 months
 - a. Execute 2nd Annual AzATA Raffle
 - b. Continue securing donations
 - c. Consider establishing a set fundraising drive for corporate donations
 - d. Consider other methods of fundraising for the AzATA
 - i. Scott will discuss these items with Jackie and then bring decisions to the board to discuss possible future changes.
 - iv. Steps in Place to Meet Goals
 - 1. Bringing together a group of individuals that have contacts in various settings; clinic, high school, education, and professional
 - 2. List of previous corporate donors established by previous committee chair
 - 3. Established process for organizing and administering a raffle with communication from the members of the GAC who initiated the inaugural event
 - v. Budgetary Concerns
 - 1. Nothing major at this time, but anticipate the possible cost to purchase some items for the raffle which will be reimbursed to the organization at the completion of the next raffle (i.e. electronics if not able to be donated), etc.
 - 2. Minimal costs for setting up a meeting time with committee members to include refreshments and/or box lunch.
 - 3. Ask that this remain open until we have a chance to meet as a committee to discuss plans.
 - 4. Will need to address Sponsorships needs in the November budget to get that committee a line item
 - 5. Scott and Jackie will work on putting the sponsorship form online through SPORG
 - 6. Rick notes the need to generate at least \$5000 to get the PEC account budget back to the amount it was at the beginning of this year.
- K. Publicity and Promotions – Ron Kordonowy (Sharon McLaughlin)
 - i. No report submitted
- L. High School Student Committee – Gerilyn Trulove (JD Burgess)

- i. No report submitted
 - M. Becky notes need to push for committee reports for the November meeting as it is the budget meeting and there is a need to have accurate budget requests from all committees.
 - N. Discussion also occurred on the need for appropriate communication between board members and committee chairs. It is important that everyone on the board follow the chain of command and that board liaisons remain the primary contact for all committee chairs. This is beneficial in keeping everyone informed and involved also ensuring that there are not multiple people working on the same project at the same time.
- VI. Annual Fundraiser (Scott Horton)
 - A. Sponsorship committee will assume responsibility for all future raffle events.
 - B. Board Input
 - i. It was suggested that some people may not want to sell 20 tickets and maybe they should have 10 ticket packet options
 - ii. Rick notes that the online auction that CO only raised about \$40. Their big fundraiser several years ago of a dinner event raised about \$14,000 and took much more work on the part of those who planned it than our event which raised \$12,000.
 - iii. JD suggests that having the items/pictures available at the meeting and on the website would also drive more interest.
 - iv. Gregg suggests we look into developing a way to buy tickets online in addition to having that person-to-person contact of selling tickets.
 - v. We will start out with the same approximate number of tickets to start with next year and can print additional tickets if need be.
 - vi. We will discuss in November where the money raised in next year's raffle will be placed in the budget.
- VII. RMATA Meeting; Glendale 5/07
 - A. Local Committee Formation
 - i. Becky talked to Missy and Terri about helping to run the registration process. They are planning to work on their schedules to be involved in it. There is a need to have many people from the AzATA involved, Scott will follow up with the chairs to get them involved in recruiting people to help with the event.
 - ii. Gregg suggests buying polo shirts for the board and those who are heavily involved in the planning and implementation of the meeting in May as an incentive for participation as well as a way to identify those assisting with the event. Becky suggested that there is a need for sign-ups and time requirements for those who would be given these items.
 - B. Ideas for AzATA sponsored activities
 - i. Chris had suggested we sponsor the welcome reception. Rick notes that the RMATA will fund the event, but the AzATA can help to fund some entertainment to be present. It was suggested that we could post the AzATA banner and get more visibility for people in the state.
 - ii. Scott will talk to Missy and Terri about looking into arranging entertainment for the welcome reception on Thursday.
- VIII. Legislation (Rick Ball)
 - A. Update of statue status
 - i. Rick asked if there was need for clarification on the issue of changing statue to "grandfather" in athletic trainers. This becomes effective in September 30 days after the close of legislative session. The board has not yet been advised as to if they can receive applications without a new regulation or with just the statute. If they need a new regulation it will not be for another year and half until this takes effect. Rick feels that the statute allows the licensing board to receive applications so it will likely go into effect in September.
 - ii. Rick also discussed the clause in the statute which seeks to include athletic trainers under the foreign credentialing reciprocal agreement that the NATA has with the CATA. He believes this was included so that one specific athletic trainer could apply for licensure. However, this individual does not have a

baccalaureate degree and therefore should not be considered to meet the standards of the reciprocal agreement as he would not be eligible to sit for the BOC exam without a degree. At the time this individual applies the licensing board will have to make a decision as to if they should accept this application under the new clause.

- iii. There was a desire to put a time limit on this statute, but they did not initially do that. There is now a plan to put in a revision to the statute to apply a time limit on this clause of December 2008. Rick discussed this with John Parsons and it appears that there should not be any opposition to making this change so no additional lobbying costs would be required to pass this change.
 - iv. The Board of Athletic Training is currently being overseen by an interim Executive Director who was put into place immediately when the old Executive Director was indicted. Under the interim director the board has been informed of its financial status and it appears they do not have enough money generated from licensing fees to hire a director separate of the Occupational Therapy Board. Thus far in the search for a new director they interviewed 4 candidates but none of them were deemed acceptable for the job. At this time the board continues to function under the interim director. They are aware of some problems (including the inability to verify license status via the internet) and are working to correct these problems.
 - v. Due to some issues related to board members being inappropriately reimbursed for travel expenses in the past and being asked to re-pay those funds one for the public members of the board has decided to step down from his position. Due to this, there is now a need to fill one public position on the board. The governor's office contacted our lobbyist and asked if we have any recommendation for a possible candidate. Rick suggested that the board consider bringing forward the name of anyone they feel would be a good candidate provided that they have no financial affiliation with any health care profession (ie: could not be a clinic administrator). The commitment would be for 5 years with the need to attend board meetings which last approximately 2 hours on the first Monday of every month. Applicants will download an application online, and we would recommend to the governor's office who to appoint and this person will be appointed.
- B. Proposed legislative activity for 07-08
- i. The only plan at this time would be to put a time limit on statute "grandfathering" professional athletic trainers.
 - ii. The GAC plans to have a bigger athletic training day at the capitol. This will not only be another good opportunity to get our names and faces out there but will be a chance to test the waters with the NATA to see if they will give us more discretionary funds for this type of event.

IX. Tentative Board Meeting Dates

- A. Conference Call 8-12-07 1pm
 - i. Sharon will set up the conference call and send a notice to board members in the same manner of our previous conference call.
- B. Board Meeting 9-16-07 10am at Pima CC West Campus in Tucson
 - i. Scott will forward directions to the meeting location to all board members.

X. New Business

- A. JD will represent the board at the business meeting on Saturday. He will provide the membership with basic updates from the board and will solicit nominations for board members for 2008-2010. Board reviewed and approved information to be reviewed at the business meeting.
- B. Rick notes the need for a major revision in the bylaws. This will be placed on the agenda for the September meeting so that we can have a proposed revision at the winter meeting. Sharon will go through and make changes and revisions to the board for approval.
- C. Next meeting is tentatively scheduled for Sunday September 16th in Tucson.

- D. Becky moves to accept the Crown Plaza on Feb 9-10th for the winter meeting. Scott seconds. Motion passes 6-0. There is discussion of possible mini-course on Saturday and full meeting on Sunday. Becky will send out the proposal to the group to review.
- E. Scott motions to conduct the election via email. JD seconds. Motion passes 6-0.
- F. Rick suggests that we should move our per mile reimbursement to 40 cents per mile. This will be placed on the agenda on for the conference call.

XI. Adjourn at 11:12am