

AzATA Board of Directors Meeting
April 20, 2008 Conference Call 1:00 pm

- I. Establish a quorum
 - A. Board members in attendance: Chris White, President; Becky Notestine, Vice President; Sharon McLaughlin, Secretary; Scott Horton, Treasurer; Matt Anderson, Clinical/Professional Representative
 - B. Absent: Gregg Schroeder, College and University Representative; JD Burgess, High School Representative
 - C. Quorum established with 4 in attendance at the beginning of the meeting.
- II. Welcome
 - A. Chris welcomes everyone to the call.
- III. Treasurer's Report (Scott)
 - A. Current General Account balance is \$5600.85. We have not received any dues yet. We should be getting those in the next couple of months which will increase the general account balance.
 - B. Legislative Account balance is \$6575.03. We did receive our \$4000 from the NATA for basic grant and matching grant, which is reflected on the statement although it has not been deposited into the account yet. Scott will be depositing it on Monday.
 - C. Professional Education Account is \$4894.28 which is different than statement Scott mailed out because of costs for the postcard that was developed to send out to promote the summer meeting. Scott clarified that there are only amounts received listed under Winter Attendee Registration and he did not break it down into online versus mail-in registration as the projected budget stated. For future budgets he said we should only list the difference between winter and summer meeting registration fees because it is too time consuming to attempt to track the differences in online versus mail-in registration.
 - D. Chris notes that Meeting and Events was \$3400 over budget for the winter meeting so we should keep in mind increasing that budget for next year. It was noted that we had some issues in terms of estimating the cost of moving to a new venue that we should be more comfortable projecting for future events.
 - i. Scott notes that financially it seems to be a good to be at a hotel.
 - ii. Chris notes that we can do a better job with exhibits for meetings in the future as an income source to help off-set meeting costs.
 - E. Investment Account currently has \$37,270.15 which is our fourth month in a row of loss. Scott spoke with investment advisor after our last board meeting and was advised that it is in our best interest to keep the money in the same account. Scott notes that he does not agree with that assessment. While we've still made some money since our initial investment we are steadily losing money.
 - i. Chris suggests that Scott discuss these numbers with Rick this week and see what his thoughts are.
 - ii. We can decide by email vote if we would like to move our money to a different account based upon the discussion they have.
 - iii. Scott has about \$15,000 of raffle funds that have been collected so far and there are still some coming in according to Jackie. There will be a couple of additional selling times, at the Arizona Coaches Meeting and at the RMATA. Scott estimates that we may end up being close to \$17,000 total revenue for the raffle this year.
- IV. Committee Reports Overview
 - A. Association Publisher – Tamara McLeod (Sharon McLaughlin)
 - i. Members : Jessica Martinez (will be graduating and ending her term as editorial asst.); Amy Jennings (will be starting as Ed Asst with June issue); BJ Capili (will be starting as Ed Asst with June issue)
 - ii. Goals Accomplished Since Last Report:
 - 1. Published March issue
 - 2. Compiled information for Mark Letendre for NATA News
 - iii. Future Goals

1. Short Term: 0 - 6 months: June and Sept issues
 2. Long Term: 6 - 12 months: Dec and March issues
- B. Publicity and Promotion –Mark Letendre (Sharon McLaughlin) (no report)
- i. NATA had requested some stuff on NATA athletic training month. Chris wanted to see some information sent in regarding our day at the Capital this year.
 - ii. We also had the opportunity to do a PSA at the Pat Tillman run this weekend. Chris said he didn't think anything came of it.
 1. It is not clear if Mark completed any of these opportunities
 2. Sharon will touch base with Mark this Monday to see if he had the opportunity to follow up on any of these.
- C. Webmaster
- i. Scott needs to send payment out to our webmaster from the invoice that he just received.
 - ii. Chris requested to know how many hours he was billing for this time period. Scott will pass on the information regarding the amount of time we were billed for website work.
- D. Professional Education – Ian McLeod and Jeff Flack (Becky Notesitne)
- i. Members: **Ben Carbajal** – Pima Community College – Active; **Sarah Piebes** – AT Still – Active / outgoing as of June; **Jacquleen Hunt** – AT Still – Active; **Steve Cernohous** – NAU – unsure. PEC Chair has had no contact with this member after Winter Meeting despite several emails.; **Sharon Black** – East Valley Institute of Technology – Ms. Black has expressed an interest in joining the PEC. While the committee is a bit “idle” right now, she will be included in all future PEC correspondences.
 - ii. Goals Accomplished Since Last Report:
 1. Successful completion of the Winter Meeting
 2. Set topics and recruited speakers for the Summer Meeting
 3. Have been communicating with M/E committee about the space and material needs for the Summer Meeting
 4. Have tentatively added one new member to committee (would still like 2 more)
 - iii. Future Goals
 1. Short Term: 0 - 6 months
 - a. Finalize Summer Meeting schedule
 - b. Submit Summer Meeting brochure to Publicity/Promotions and M/E committees to begin advertising and registration
 - c. Successful completion of Summer Meeting
 - d. Begin planning Winter Meeting in September
 - e. Recruit new committee members at the Summer Meeting
 - f. Transition Jacquleen Hunt to take over role filled by Sarah Piebes.
 - g. Recruit first year AT Still student to assist Jacquleen Hunt with organizing HS activities at Winter Meeting.
 2. Long Term: 6 - 12 months
 - a. Finalize planning of Winter Meeting
 - b. Successful completion of Winter Meeting
 - c. Begin planning of 2009 Summer Meeting
 - iv. Becky notes that Jeff's biggest concern was making sure that the event was promoted.
 1. Send an e-Blast in late April and again in June to advertise the Summer Meeting.
 2. The PEC would like to see a lot of advertising for the Summer Meeting due to the proximity of the RMATA and National meetings. Also, the RMATA is doing a similar Manual Therapy series. The PEC selected the topic of Manual Therapy during a meeting in December. It was not

until early March, after we had started recruiting speakers, that we learned the RMATA was doing a similar lecture series.

- a. Chris noted that he might be able to get a flyer in the registration packet at the RMATA for our summer meeting.
 - b. They plan to do a mailer this week to members and want to get some e-blasts going out as well.
- v. Scott notes that June 1st will open early registration and there will be a SPORG mailing that will go out that day.
1. Late registration fees will go into effect July 5th
- vi. Jeff had a question about what budget the hotel room expense for the PCE chair will come out of. Scott clarified that the room for the PEC chair at the meeting will come out of the PEC budget.
- vii. Becky and Jeff have been working on a 5 question survey to send out to membership. She will send us the login and passwords so that we can look it over. They hope to get it out soon and get feedback prior to the summer meeting.
- viii. Scott notes that we did not get good hotel rates in Flagstaff and he and Missy are concerned that this might detract from attendance.
1. Chris notes that they might be able to work with Quality Inn and see if they can get us a deal as he's had some good experiences there. He suggests that Missy follow up with them and see if she can negotiate a reasonable price for our members.
 2. Scott notes that La Quinta who they have worked with in the past to get good rates (around \$75 a night) were not willing to give a better rate as they have renegotiated their rate with NAU which is similar to the rate they have always given us in the past.

E. Meeting and Events – Terri Groessl and Missy Cremeens (Scott Horton)

- i. Members: Meeting Registration Committee: Kim Rodgers, Connie Rauser, Michelle Gonzalez, Jenny Adams, all active; Flagstaff Liaison: Ryan Pinson, active; Chris Murphy, Ilene Miller, Sara Fried, Frank Jones, roles in progress; Board Advisor: Scott Horton
- ii. Goals Accomplished Since Last Report:
 1. Successful winter meeting
 2. NATA News notified of summer meeting details
 3. Volunteers set for RMATA registration
 4. Summer meeting dates (July 18-20), site (Business building, Health Professions for breakout), hotels and social set and confirmed
- iii. Future Goals
 1. Short Term: 0 - 6 months
 - a. Establish date, site for winter meeting 2009
 - b. Establish permanent AV operator for future summer and winter meetings
 - c. Establish permanent Exhibit Coordinator for future meetings
 - d. Organize members into sub-committees with defined responsibilities
 - e. Promotion for summer meeting through eblast and mailers
 2. Long Term: 6 - 12 months
 - a. Solidify details for next winter meeting
 - b. Establish sub-committee for AT Day at the Capitol
 - c. Budget review and request for November budget meeting
- iv. Steps in Place to Meet Goals
 1. Emails sent out to those who signed up for Meetings and Events at last winter meeting
 2. Researching costs for mailer for summer meeting
- v. Budgetary Concerns

1. Ended in red for winter meeting, didn't fully anticipate costs at the new venue
 2. Look into costs for summer meeting mailer to be sent in the next 2 weeks
- vi. Chris questions if there will be a social. Scott notes that last summer's social event was successful and they are planning to do the same thing. Chris suggests an additional family friendly event on Sunday such as a picnic.
 - vii. Matt asks about making the winter meeting two days as the Meetings and Events chairs had requested in their committee report.
 1. Chris notes that at our last meeting we made a formal recommendation to make a two day event.
 2. Becky notes that it is part of the survey they are hoping to send out to see if that is what the membership is looking for.
 3. Chris notes that it is something that will likely need to be decided pretty quickly so that it can be arranged soon. Chris notes that it should be available so that people can attend one or both days
 4. The idea for expanding the meeting is so that we can approximate our CEU offerings with what the state is requiring. Sharon mentions that if membership isn't interested then it might not be cost effective to expand the meeting.
 - viii. Becky would like feedback on the survey within the next week (she will send it to the board today).

F. Honors and Awards – Jeff Haynes (Scott Horton)

- i. Members: Michelle Poppen: Called 4-16 left message; Michelle Gonzalez: emailed; Chris Murphy; Curtis Johnson
- ii. Goals Accomplished Since Last Report:
 1. Finished AZATA Hall of Fame Exhibit
- iii. Future Goals
 1. Short Term: 0 - 6 months: Create a plaque for Ian McLeod
 2. Long Term: 6 - 12 months: Promote Scholarships and Awards for AZATA
- iv. Steps in Place to Meet Goals
 1. Speak at summer and winter meeting
 2. Reminder in newsletter
- v. Chris has spoken to Alvin Adams at US Airways several times and has sent on a picture. He is not optimistic that it will work out. It is a decision that the Suns will make and this might be difficult because all of the wall space may be used for advertising which they would likely prefer as opposed to using it for our display.
 1. Matt will call Alvin personally and discuss it with him and see if there is any of the unused space that we could be fit in at.

V. Old Business

A. RMATA Symposium (Scott / Chris)

- i. In need of volunteers
- ii. Diamondback game social on 5/2/08
 1. Over 100 people already pre-registered. It will not cost us anything, and transportation is arranged to take people out there.
 2. Chris is working on getting a PSA at the game and getting our District President to throw out the first pitch. There will be several big names at the event to help promote athletic training.

B. Job Placement Website (Sharon)

- i. Blair has set up a form on the website where employers can fill in information regarding open jobs that they have. The information from the website will be sent directly to Sharon so she can look it over and determine if any additional information is needed. The completed information will be forwarded to Blair to list on the website as available jobs.

- ii. Discussion of current placement of this feature (reached by clicking on the Employment task bar on the left-hand side of the screen).
- iii. Matt suggested adding an AzATA Jobs link below Contact AzATA on the left. This will link to a page that has a “Click to see available jobs” and “Employers click here to post information regarding open positions.” Sharon will follow up with Blair this week.

VI. New Business

- VII. Tentative next board meeting will be at Summer Meeting in Flagstaff: NAU Building 81: Friday July 18, 2008 9:00am.
 - A. Sharon will email to get feedback from board if they will be able to attend the meeting and if they are interested in attending a Thursday evening social.