

AzATA Board of Directors Meeting
Brophy College Prep, December 3, 2006 10:00am

- I. Welcome
 - A. Chris welcomes everyone and thanks Becky and Scott for their dedication to the board by traveling from Tucson for the meeting
 - B. Chris emphasized the challenge in getting committee chairs to attend the meeting and noted that the location change from Tucson to Phoenix was to help facilitate committee member attendance. Chris thanks Ian, Dave and John for attending the meeting
- II. Establish a quorum
 - A. Board members in attendance: Chris White, President; Becky Notestine, Vice President; Sharon Baltmanis, Secretary; Scott Horton, Treasurer; JD Burgess, High School Representative; Matt Anderson, Clinical/Professional Representative; Gregg Schroeder, College and University Representative
 - B. Quorum established with in 7 attendance
 - C. Others in attendance: Rick Ball, Legal Council; John Parsons, Governmental Affairs Committee; Ian McLeod, Professional Education Committee; Dave Hayward, AIA Liaison
- III. Secretary's Report – approval of last meeting's minutes
 - A. It is agreed that since the long range planning meeting was not an official meeting of the board there is no need to formally approve the minutes.
 - B. Sharon will distribute the long range planning minutes to the board for review as well as to Jon for posting on the website
- IV. Treasurer's Report
 - A. As of today (not including checks submitted today or recently submitted dues from the RMATA) the general account has a balance of \$14,664.96.
 - B. The projected income from dues for 2006 was \$8370, we have received \$6345, given current membership numbers we will likely only receive an additional \$630 in dues and thus will not reach the projected amount of income.
 - C. Our current membership consists of 532 members who pay dues. This is down from a year ago when we had 682 members. Chris noted that this is likely due to the fact that many people are opting not to join the AzATA.
 - D. Rick suggests that there are most likely over 600 licensed athletic trainers in the state and we need to explore why these individuals are not choosing to be AzATA members
 - E. Sharon will look into getting a list of names of licensed athletic trainers and compare with our current membership to see who is not an AzATA member
 - F. Ian notes that it is important that Ed get the list of who is not a member so that they do not get entrance into CEU events without paying the additional rate for non-members. It is suggested that the price for non-members should be raised
 - G. Rick emphasized the importance of developing a system for people to join the AzATA while not joining the NATA.
 - H. John noted that the NATA is having a similar drop in membership, which is likely impacting AzATA numbers as well.
 - I. Legislative account has a current balance of \$6,967.04.
 - J. The Professional Education account has \$11,962 balance at this time. A large majority of this money was made off of sponsorship and exhibitors as both meetings this year essentially paid for themselves
 - K. Scott notes that all of our accounts made money this year
 - L. Chris asked whether there is a formal policy for how a group or company can be a "sponsor" by appearing on our website. Rick cannot recall what if any rates for advertising were established. This should be a priority to have developed.
 - M. In the past there were not specific criteria in place as far as what would be given. Scott, Chris and Rick will discuss with Tamara what would be appropriate dollar amounts for advertising in the newsletter and on the website. This information will be sent to the board for approval

- N. Discussion on if sponsors should be given an automatic advertisement on the website if they advertise in the newsletter. Chris will look into other state associations who have sponsors on their website and see what rates they require of their sponsors.
 - O. Within a week Chris and Scott will establish a sponsorship policy and amended the approved sponsorship form. John will also consult with them as the GAC is already working on corporate sponsors. Chris will also ask Mike Straton to get involved.
 - P. Ian notes that meeting advertisement (in between speakers, in the registration packets) are other means of sponsorship.
- V. Committee Reports and Budget Requests
- A. AIA Liaison - Dave Hayward
 - i. Chris discusses the need to create a standing committee within the AzATA. Rick states that if the chair of the AIA sports medicine committee is an athletic trainer then we can continue to have a liaison as opposed to a full standing committee, as the AIA will likely cover expenses related to this position as opposed to coming out of the AzATA budget.
 - ii. Rick stated the need for increased communication between the AIA and AzATA. Chris noted that our website could be used as a vehicle for providing information, which the AIA site can link to it.
 - iii. Rick asks the high school athletic trainers if they think people will be willing to go through the AIA site to get athletic training information. Matt noted that we can put multiple links on the AIA site to the AzATA information. Dave noted that this should not be a problem to update that information on the AIA site. Chris notes that now that our website is up it will be easy to post things on the AzATA website as well.
 - iv. Rick mentions that the AIA does not meet as frequently and does not work quickly in terms of putting out official pronouncements. Dave feels that they would be willing to add in information related to athletic training quickly. JD suggests that we begin developing website links and information pages for people to link to on our site.
 - v. Dave will ask if there can be a sports health information page on the AIA site which would link to the AzATA site with a listing of topics that people can seek information on from our site. Chris suggests that we can use links to position statements and announcements created by the NATA.
 - vi. Rick notes that they will not consider a link a binding agreement to our policies. He feels eventually they will come up with policies that may not coincide with NATA position statements. Rick notes that many NATA position statements are long and not desirable for many people to read, and there should be summary statements also available.
 - vii. Dave feels \$100 budget would be plenty for him in terms of providing refreshments for committee members at meetings.
 - viii. John notes that Dave should develop a statement of what their committee is here to do, He suggested they make it clear that the sports medicine committee is here as a service to the community in terms of providing information regarding sports medicine information.
 - ix. The committee's last project was working with Craig Anderson on Wrestling weight certification. Craig would like the Athletic Trainers to be the liaison for the new representative that takes over Wrestling next year. They also created a letter for wrestlers to use when they visit the Dr's for body fat below 7%. They will be working throughout the year to improve the weight certification process because there are still some issues to address. They will work on the above discussed addition of an AzATA link on the AIA website.
 - B. Governmental Affairs – John Parsons
 - i. Goal for the next 6 months are to:
 - 1. Secure corporate donations in the amount of \$2,000 to allow application for the last NATA matching grant funds (March)

2. State-wide fundraising activity with goal of raising \$10,000 - \$15,000 (February – April)
 3. Create Key Contacts Program: identification of at least one key contact within each of the 30 legislative districts. Create key contact database
 4. Athletic Training Day at the Capitol (March/April) – invitation event to raise legislator awareness of the profession
 - a. John discussed athletic training day at the capitol. The idea is to have many ATCs from across the state to have a lunch on the lawn and meet with legislators. We will not be prepared to have a large event this year. In 2007 the plan is to have 10-15 opinion leaders in attendance. Our lobbyist will help to make appointments with their legislators and will get the group to attend a health committee meeting. We will then invite 2-3 legislators to meet with us for an off-site lunch
 5. Member education - :40 minute presentation at Winter meeting.
- C. Strategy – begin process of language development for possible changes in next version of licensing bill. (Immediately – Spring)
- i. John anticipates 4 committee meetings in 2007 as opposed to 2, John also anticipates an increased amount of personal meetings with legislators etc
 - ii. This year’s budget also shows additional meeting with legal council to discuss issues related to developing fundraising events. He anticipates these expenses will increase as we move forward with more legislative activities.
 - iii. The GAC request a budget of \$3000 to cover the above expenses.
 - iv. Matt and Chris ask for clarification regarding lobbying expense. This is the monies required for travel and/or extra work by the lobbyist as opposed to fees. Rick notes that in the last three years we have never been billed by Susie Cannata beyond her retainer, so there is no need to increase the budget for additional lobbying expenses.
 - v. Chris notes that these are well developed requests and feels they are well backed. The board is in agreement to approve the \$10,000 budget to cover the GAC, lobbying and consultant fees under the legislative account.
 - vi. John notes they are still looking to ad 2-3 more people to the committee, particularly those in the north and south parts of the state who are very willing to become engaged in the committee and willing to move quickly to articulate our need. He requests that the board pass on suggestions of people who would like to be involved. Chris suggested Tom Lyle as far as people in the northern portion of the state. Matt suggests Mike Nesbitt as well, Rick notes he would be likely to help, but not sit as a standing member the committee. John said he would like to use Mike as well as Gary Delforge as ad-hoc committee members.
 - vii. The GAC committee report includes he following suggestions for raising funds: In addition to the active fundraising activities discuss above, the board should consider passive fundraising opportunities by increasing the amount of AzATA member dues for the 2007-2010 years to a level capable of producing an extra \$10,000-\$15,000 by 2010; Currently, the AzATA receives \$20 per member from the RMATA for basic operating costs. \$5 of each \$20 is earmarked for legislative activities; Consider increasing the per member contribution to legislative activities to \$10-15. This increase would provide an additional financial cushion to protect again unsuccessful fundraising activities. If a corresponding dues increase is required to offset this increase, the board should petition the RMATA board for such an increase, at least through 2010.
- D. Professional Education – Ian McLeod
- i. Short Term goals: 0 - 6 months
 1. Have topic area, speakers and dates for the summer meeting set by the winter meeting so that basic information (dates, location, speakers and topic area) can be disseminated at the winter meeting.

2. Ian plans on stepping down as PEC Chair at the conclusion of the 2008 winter meeting. He would like to recruit an individual to transition into the PEC Chair position over the next year. This would allow them to learn the ropes and be able to hit the ground running.
3. Recruit a committee member from the high school setting and the collegiate setting.
4. Summer meeting
 - a. Recommended date is the weekend of Friday, July 20th thru Sunday July 22nd
 - b. The format for the past summer meeting seemed to work well so the plan will be to spread the meeting out over the 3 days, starting with an afternoon session on Friday.
 - c. Tentative topic for the summer meeting is the "Female Athlete", topic areas to be covered: Nutrition, Female athlete triad, ACL injury
 - i. Ian has potential contacts for speakers who may be interested in coming to speak on ACL injuries in the female athlete as well as eating disorders.
 - d. One thought is to offer labs at additional costs during Saturday afternoon.
 - i. Ian will look into incorporating this into the summer meeting, for members on a first come first serve basis
- ii. Long Term: 6 - 12 months
 1. Complete the planning of the summer meeting.
 2. Initiate planning for the winter meeting – will try to tie in a "non-clinical" component to the winter meeting to meet the long term goals of the AzATA BOD.
 3. Set up a plan to provide 20 CEUs yearly through PEC / AzATA sponsored events / activities.
 4. Some initial contacts have been made to recruit speakers for the summer meeting. This will be solidified when the board approves the dates for the summer meeting and also the budget request because at least one of the targeted speakers is from out of state.
- iii. One recommendation to increase the number of CEUs provided by the AzATA on a yearly basis would be to tie in a CEU quiz into the quarterly newsletter.
 1. Board agrees this is a good addition and a good service to the members
 2. Rick noted the importance of making this available only to members, so it would need to be accessed using member number
- iv. Rick also suggested the option of providing a free Friday morning session for CEUs on legislative issues
- v. Chris suggests that Ian get in contact with Debbie Craig in order to get facilities reserved for the summer meeting.
- vi. Chris suggests that the February board meeting be in the afternoon on Saturday, hopefully pull in committee chairs as well and then segue meeting into a social event, and bring in other members
- vii. Rick offered to put Ian in contact with Dr Ireland in regards to presenting at the summer meeting
- viii. Chris asked if there is the possibility of giving notes and/or slideshow from the speaker on a CD for the members in attendance at the meeting. Ian agreed this may be reasonable for the summer meeting given the focused topic area and smaller membership number. Dave notes there would be a challenge in getting information from speakers to develop the information in a timely manner.
- ix. Matt suggests having the information posted on the website, Chris notes the need to keep this information only accessible to people who are paid attendees at the meeting.

- x. Chris suggested looking into cost per unit of developing CDs suggesting that Alphagraphics offers this for approximately \$1-\$2 each.
- xi. Rick notes there should be an allocation for committee expense. Ian should not have to pay for transportation and lodging at a meeting. Rick suggests that an additional \$500 be listed to cover committee expenses. Chris suggested we figure committee budget to cover transportation and lodging for at least 3 people on the PEC. Rick noted that in 2006 the committee generated \$1000 in income and came in \$1000 under budget so it would be reasonable to give the committee \$1000 to expense the cost of transportation. This would bring the whole committee expense to \$5000.
- xii. John noted that that he hour before lunch has been reserved for the GAC to update members on committee activity and fundraising. They are also going to invite the new house health committee chair to talk for about 15 minutes on health issues facing the state of Arizona. This individual will be asked to attend lunch and have a table reserved to have lunch with board members.
- xiii. Chris noted the importance of getting the lunch started on schedule as we have a long award session and need to keep caterers on schedule.

E. February 11th meeting

- i. The meeting will take place at Xavier. The morning session will start at 8:15, and end with the business meeting end from 5-5:30.
- ii. The morning session will include Chris speaking on the history of the AzATA, John presenting updates from the GAC, and topics related to the diabetic athlete.
- iii. Afternoon sessions will be upper extremity related. Eric Sauers and Ken Creshaw, Alison Snyder and Sue Falsone will present on issues related to upper extremity injuries
- iv. Ian suggests that we look at changing fees to the meeting, and add a \$5 to certified member to increase from \$50 to \$55 and \$75 to \$100 for non-members for the winter meeting.
- v. Cost of the summer meeting in 2006: Certified: \$65 and Non-member: \$90, Ian suggests an increase to \$75 and \$100.
- vi. Rick reminds the group that they did make money last year, and it would be easier to get people to pay more for summer meeting and keep member fees for winter meeting constant.
- vii. Board agrees that non-member prices should have the biggest increase. Rick suggests that if we increase our sponsorships we could possibly decrease the cost for members.
- viii. Scott notes that John is interested in increasing amounts of registration fees so that members are passively giving money to the GAC. Rick suggests that the best way to increase legislative funds is increases through RMATA membership.
- ix. Board decides to leave certified fee for winter meeting \$50 and raise non-members fee to \$100. Summer meeting fees will be \$75 for certified and \$150 for non-members.
- x. Newsletter will be sent on December 4th with information related to winter meeting. Ian will send an e-blast later that week.
- xi. Ian will see if Tamara has contact information to send to non-members. Rick suggests if she does not have this information now, we should purchase the right to send information to these individuals five times, so mailings can be sent to members regarding winter meeting, newsletters and summer meeting.
- xii. Meeting and Events should look into developing on-line registration, but there is likely not enough time to send this information out prior to winter meeting.
- xiii. Ian noted that he will look for the meeting and events planning manual. Becky and Chris will work on a task list for Ed to get everything underway prior to the holidays.

F. Awards and Scholarships - Eric Freas (not present, represented by Scott Horton)

- i. Eric got names of outgoing committee and board members from Sharon to give out awards at the winter meeting
 - ii. Current committee goals include: Getting hall of fame updated & duplicate for display and finding permanent display for Hall of Fame
 - iii. Will need increase in budget to account for outgoing board member awards & duplicate hall of fame display. Requests budget be increased from \$1,900.00 to \$2,000.00
 - iv. Rick notes if there will be an expense associated with developing a more elaborate permanent hall of fame it should be listed as a separate line item or capital expense as opposed to a part of this committee
 - v. Ben Carbajal and Chris are working on developing a 30th anniversary poster commemorating where the state has been and where it is going. They would like to develop a medallion and framed poster to give to people who are highly involved at the state level, which would be an awards and scholarship expense.
 - vi. Chris would like to add an additional \$250 for 2007 budget to cover medallions and framed posters. Scott notes that the projected budget includes a \$600 buffer, so this can most likely be accomplished by the proposed \$2000 budget.
- G. Meeting and Events – Ed Orr (not present, represented by Becky Notestine)
 - i. No report or budget request submitted
 - ii. Meetings and Events costs are expected to be similar to last year as our membership numbers have gone down. Because of this we can't anticipate an increase in attendance at meetings. It is suggested that the budget remain at \$9500 as it was last year.
 - iii. Scott clarifies that the BOC provider fee is a flat fee and will remain \$100. Rick notes that may increase if we begin offering on-line CEUs as there is a separate expense for that. Scott suggests that the board can approve an over-expense in that account to cover an additional fee when we get that figure the additional cost.
- H. President (Chris White)
 - i. \$726 was spent on letterhead and stationary. An \$330 additional was spent, so 2006 budget was exceeded by approximately \$500.
 - ii. Chris would like to attend state school board association as well as other state association meetings and continue to provide stationary (etc) so would like to have his budget increased.
 - iii. Rick discussed having Chris' travel expenses come from the board member travel expense line item. Rick also suggests that stationary expenses should come out of miscellaneous expense.
 - iv. Given that items Chris was concerned with paying for are being covered under other line items, the President's budget for 2007 will remain at \$500.
- I. Vice President (Becky Notestine)
 - i. Will leave budget at \$50 given lack of anticipated money spent
- J. Secretary (Sharon Baltmanis)
 - i. Requested increase to \$350 for election expenses
 - ii. An additional line item of \$250 for election expenses will be added and \$100 will remain under the secretary line item
- K. Treasurer (Scott Horton)
 - i. Budget will remain \$50
- L. College/University Representative (Gregg Schroeder)
 - i. Will keep budget at \$50 to use money for possible socials or meetings specific to college athletic trainers
- M. High School Representative (JD Burgess)
 - i. Would like to start a high school athletic trainer's Olympics and tie it in with the AzATA. The event would have an educational and practical component for high school students to compete in. Chris suggested that we look at the model of what is done in Washington as they have already begun a similar program.

- Rick suggested we create a separate line item for this event, but may need to consider increasing the High School budget to coordinate that.
- ii. High School Representative budget will be \$50 for 2007 (High school representative did not have a line item in the 2006 budget).
 - iii. Line item expense for "High School Student Event" added for supplies and awards associated with High School Olympics will be set at \$250.
- N. Clinical/Professional Representative (Matt Anderson)
- i. Matt stated no anticipated change in budget needs for next year-. Will remain at \$50
 - ii. Chris suggested hosting a social event for spring training athletic trainers who come to town to welcome them to our state. Chris suggests the social event be provided by the AzATA in conjunction with PBATS meetings.
 - iii. Matt will look into when the PBATS meeting in Arizona during spring training will be and see if we can sponsor a social event. Rick suggested that he contact Dan Wright.
 - iv. Expense for this event would come out of meeting and events out of the general budget. Budget of \$500 recommended for PBATS social. Event will be for professional baseball athletic trainers and will possibly invite others such as board members, possibly collegiate and other professional athletic trainers in the state.
- O. Placement - Vacant
- i. Board would like to have a document developed for standards for hiring and payment of athletic trainers to be distributed to employees.
 - ii. Budget will be set at \$200 to cover cost of developing the document, copying and mailing to all high schools in the state.
- P. Publicity and Promotions – Ron Kordenoway (not present, represented by Sharon Baltmanis)
- i. Ron suggested developing something to be given to membership at the winter meeting to commemorate the AzATA 30th anniversary. Rick stated this should be a meeting and events action item, not Publicity and Promotions.
 - ii. Ron will work on developing additional PSAs (such as last year) to be shown during sporting events (radio, TV) to commemorate 30th anniversary of AzATA and Athletic Training Month. Ron will talk with his contact at Cox Cable to work on developing this as well as some more personal stories regarding athletic trainers and the work that they do.
 - iii. Plan in progress to develop a new AzATA brochure. Chris provided paper copies of old brochure for board to review. Sharon will pass on electronic copy to Ron for revision to include updated pictures, and information on education and licensure.
 - iv. Ron would like to have booths at different state sporting events and administration meetings, but needs assistance from the membership
 - v. He would like a publicity and promotions booth at the winter meeting to help recruit membership assistance in promotion of the AzATA. Request increased budget to \$750 to help cover the expenses of producing promotional material.
 - vi. Rick suggests that there is a need for a large display which would be a capital expense. Getting the chair to the state AD event (and other meetings) would come from publicity and promotion as would collateral that would be distributed. Chris feels that the state AD meeting would be receptive to have an athletic training representative at the meeting.
 - vii. AZATA table top display for events should be developed. Rick suggests there is also a need for a banner to be displayed at events. Chris emphasized that having a table top display would be a significant benefit to the association.
 - viii. \$2000 for capital expense to develop a Skyline table top display and banner and display primarily for publicity and promotion was added to the budget.
 - ix. \$500 will be budgeted to the Publicity and Promotions committee to be used for travel to events to promote the profession of athletic training.

- x. Chris will get a cost from Skyline for Ron. Sharon will discuss with Ron getting the brochure revised and making plans for attending state meetings and events.
- Q. Association Publisher – Tamara McLeod (not present, represented by Sharon Baltmanis)
 - i. September newsletter posted and e-blast sent to membership on 9/1.
 - ii. Working on December and February Newsletters and will assist with winter meeting registration mailings and e-blast
 - iii. Having editorial assistants touch base with GCU, NAU, and ATSU student organizations for the student corner
 - iv. Would like \$100 to provide award plaques to the student editorial assistants as they are vital to the success of the newsletter.
 - v. Tamara’s suggestions for areas of recruitment for newsletter
 - 1. Since this is the 30th anniversary of the AzATA might be nice to do a story for the March issue that involves interviewing older/veteran (for lack of a better term) AzATA members and getting their take on the history of the AzATA
 - 2. Getting more input from students would be great for the student corner. I have the luxury of “hounding” my students to do article reviews and write other pieces, however I don’t want the newsletter to be thought of as the ASHS newsletter. If there is a way to get others excited about contributing.
 - 3. Adding case reports where ATs and students can write short reports on interesting clinical cases that might not be publishable in a peer-reviewed journal, but could still be a good experience for them and a way to share ideas about clinical practice.
 - 4. Encourage other people to write editorials, reviews, tips from the field, etc that I can include in upcoming issues.
 - vi. The only committees providing regular updates are the PEC in the issues before the summer and winter meetings and Governmental Affairs. Rarely are other committees reporting information to the newsletter
 - vii. Tamara would like high schools student to have a part in the newsletter, but has had a hard time getting information from Leah Oliver and her committee
- R. Legal / Business Consultant
 - i. \$2500 retainer cost requested to cover increase in Rick’s hourly rate.
 - ii. \$1000 line itemed for additional consultation expenses. Matt questions if this is enough as we went over the \$750 budget by nearly \$1000 last year. Additional consulting is increased to \$2000 to cover expenses.
 - iii. Chris asked for guidelines on what is appropriate for use of Rick’s time. Chris requests Rick make board aware of what would be considered an additional expense prior to being billed so we can plan to pay for it.
- S. Website Coordinator - Jon Willey (not in attendance, represented by Sharon Baltmanis)
 - i. Website has mostly been designed and is live. Jon is still working on data basing the newsletters as well as the past meeting minutes.
 - ii. Jon just requests that he is given updates on what is accurate and current on the website.
 - iii. Chris was given suggestion to add “athletic training in-action” pictures on the page. Suggestion that the “what is an athletic trainer” page on the AzATA.net site not link to the NATA site, but our own site which will use some of the language from the NATA site and have the addition of images to help enhance the public’s knowledge of athletic training.
 - iv. Chris requests that board members review the website and submit any suggestions for changes so John can update the website. Chris suggests shrinking down NATA foundation logo and leave space for sponsors.
 - v. Sharon will ask John to redirect link from RMATA to the new site.
 - vi. Budget is set at \$200 to cover hosting and domain name fees.
- T. NATA Research and Education Foundation

- i. Chris feels that this is an important donation for our association to continue to do to help promote research and scholarship. Chris notes the importance to help benefit the Delforge scholarship. Budget will remain at \$1000.
 - U. Accountant Fees
 - i. Money has never been spent, but it is an important expense to maintain in the case that we reach the amount of annual income that would require reporting to the IRS. Budget remains \$300.
 - ii. Rick suggests that Scott contact the accountant who is working for the RMATA to establish a relationship if the need to use his services arises.
 - V. Board Meeting Expenses
 - i. February meeting will include a board dinner and social which could include 30-50 people. Given this event, the budget will increase to \$1000
 - W. Board Meeting Travel Expenses
 - i. Will be reduced to \$3000 as not all board members are traveling to all meetings.
 - X. Liability Insurance
 - i. Rick suggested that the AzATA begin to carry a liability policy covering us for 1million per occurrence, 2 million aggregate for the year. This is suggested due to the increase size of the association, increase in number of events, as well as coverage of property owned by the association. This policy does not provide coverage for action against board members from the membership. Rick does not feel this additional insurance is needed at this time. Chris agrees that we have the checks and balances to avoid inappropriate board usage of funds which would lead to such legal action.
 - ii. Line item of \$500 to cover expenses is added. Chris will set up coverage based on quote Rick received.
 - Y. Miscellaneous
 - i. \$500 added for expenses such as stationary.
 - Z. Matt moves to approve the 2007 AzATA budget. JD seconds. Motion passes 7-0.
 - AA. Rick notes the need to develop an active sponsorship committee to cover the proposed expenses.
- VI. Mission Statement
 - A. Chris requests board members look over mission statement from October 22nd meeting for approval to submit to the membership at the February meeting and have posted on the website.
 - B. Statement: The mission of the Arizona Athletic Trainer's Association, is to promote and enhance athletic training, as an allied health profession, in its effort and ability to serve the overall health care needs of the athletic population in cooperation with other organizations and health care professions.
- VII. Review of board priorities and goals
 - A. Chris reviewed goals that were established and directives that were developed.
 - B. Goal #1: Board member committee liaison shall participate actively in recruiting committee members and educating committee members as to their responsibilities; assure committee compliance with respective responsibilities; and advise committee regarding fulfillment of committee goals.
 - i. At least 3 weeks prior to each Board meeting, Board liaison will contact committee chair and discuss committee activity and request committee report (using established report form). Report will be generated by committee chair, sent to board liaison, and forwarded to AzATA Secretary no fewer than 10 days prior to the Board meeting. Secretary will compile board reports and forward to each board member.
 - ii. Within 2 weeks after each Board meeting, Board liaison will contact committee chair and present itemized list of suggested activities recommended by Board or Board liaison (note: if committee is functioning well and is active and dynamic, this directive can be skipped), and assist committee chair with establishing appropriate committee goals

- iii. Board liaison contacts committee chair at least once, formally, (preferably more than once) between Board meetings, to get update on progress with established committee goals.
 - iv. Board liaison will review membership list (monthly member data) and actively recruit committee chair and committee members for which he/she is liaison, as the need arises (or assist committee chair in effort to recruit committee members)
- C. Goal #2: Provide networking opportunities for members and families in conjunction with, and outside of, professional education events
 - i. Board liaison to Meetings and Events Committee ensures that committee arranges a social evening before or immediately following each symposium
 - ii. Board chooses one regional rep from south (Tucson), central (Phoenix) and north (Flagstaff) to organize one social event per year for ATC's (and families) to gather/network
- D. Goal #3: Utilize our new website as a vehicle for increased public awareness of athletic training profession and as a link to other health care professions.
 - i. At each Board meeting, www.azata.net cite is reviewed by Board, and input given as to accomplish this goal
- E. Goal #4: Increased media awareness of athletic training through strengthening of the Publicity and Promotions committee.
 - i. Board liaison to Publicity and Promotions Committee follows goal 1 directives: include provisions for:
 - ii. Producing vinyl banner for 30th anniversary celebration
 - iii. Developing public service message (board approves) for release to local TV, radio stations, and major sporting events announcers (for 30th anniversary/March National Athletic Training month)
 - iv. Establish new AzATA brochure
- F. Goal #5: Continue to improve communication with membership through AzATA website, newsletter, and other media
 - i. President will announce, display, and promote new website to members at Winter Symposium and with telephone messaging
- G. Goal #6: Support placement committee in developing a communication publication for dissemination to prospective employers indicating current appropriate model for employment of Certified Athletic Trainers.
 - i. Placement Committee vacancy will be filled by Dave Hayward (pending Board approval and Dave's acceptance) due to his AIA contact and majority of available jobs in HS setting
 - ii. Board liaison to Placement Committee will work with Committee Chair in developing publication using NATA resources, and disseminate to all high school AD's, college AD's and other appropriate entities (school boards, etc) <http://www.nata.org/employers/index.htm>
 - iii. Rick discusses need for something more specific than NATAs listing for secondary school teaching (ie: recommendation of classes taught, prep periods, salary guidelines based on job specifications). Guidelines for different jobs (ie: full time ATC only, faculty/ATC combined position).
 - iv. Deadline goal for this action: 5/1/07 (needs Board approval)
 - v. Webmaster will place above link on "employment" link on [azata.net](http://www.azata.net) website
 - vi. Board liaison to Placement Committee will encourage Committee Chair to have relevant information from #2/3 placed on AIA website.
- H. Goal #7: Lead, by example, in implementing recommendations of the Governmental Affairs Committee for member involvement in legislative efforts.
 - i. Board liaison to GAC will obtain list of directives from GAC for Board involvement and action.

- ii. Chris notes the importance of the GAC establishing specific directives for all athletic trainers in the state to follow to help develop relationships with legislators.
 - iii. Athletic training day at the capitol will take place in late February and early March and it is important that board members are in attendance to meet with and have lunch with their legislators.
 - iv. Rick states that there is a need for individual members to establish relationship to legislators for the AzATA to become a viable political entity. There is a need for legislators to feel responsible to those athletic trainers who have assisted them to help support our bill when the time becomes necessary. Rick feels that the NATAs work toward incident to policy is going to make it more difficult for any state association to create any sort of practice act changes.
 - I. Goal #8: Supporting Professional Education Committee in increasing number of CEU opportunities provided by AzATA to 20 CEUs annually, and expanding beneficial “non-clinical” presentation topics
 - i. Board liaison to PEC will help PEC Committee Chair recruit minimum of 3 committee members (preferably from HS, college, pro, and clinical setting) before the Winter Symposium (Jeff Flack-Alhambra HS: Ryan Wolff-Thunderbird HS: Randy Cohen- UA: Denise Gabaldon- Az Orthop and Sports Med Specialist: Rob Hutchinson- PA- suggested possibilities)
 - ii. Board liaison will communicate with PEC Chair about expansion of Winter Meeting to 2+ days, possibility of hotel site- on or before Feb 11th meeting.
 - J. Goal #9: Support the Honors and Awards Committee and Fundraising Committee in establishing and maintaining a permanent and portable Hall of Fame, to recognize and honor deserved members
 - i. Board liaison to Honors & Awards will communicate with Committee Chair within 1 week of 12/3/06 Board meeting about maintenance/upgrades to portable Hall of Fame display, in order for it to be set up at Winter Meeting.
 - ii. Board liaison, in cooperation with Honors & Awards Chair, will contact each Arizona professional sport team front office (or university rep, etc if appropriate) about permanent housing for Hall of Fame. It is recommended that the ATC’s associated with these teams are involved, and a formal letter be drafted, to be sent to appropriate administrators. Deadline for letter and initial contact is 1/15/07 (so we have idea of potential for housing by Winter Symposium)
 - iii. Board liaison to Honors & Awards contacts Committee Chair within 1 week of 12/3/06 Board meeting, to review Hall of Fame nomination criteria and discuss strategy for future, deserved member inductions.
- VIII. Chris thanks the board members for their time and commitment to the board.
- IX. Adjourn
 - A. Next meeting set for February 10th, 1pm at Brophy College Prep Faculty Lounge.