

Executive Council Meeting Minutes  
October 10, 2007

Meeting called to order at 10:10 am – John Reynolds  
April 27, 2007 EC Meeting Minutes Approved:

Motion to accept: Meg Frederick  
Second: Alan Freedman  
Accepted unanimously

Members Present: John Reynolds, Meg Thompson, Alan Freedman, Emily Evans, Paul Rupp, Angela Mickle, Jorena Simpkins, Ian Rogol, Alice Buchanan, Samuel Hamilton, Heather Murphy

Members Absent: Debbie Bradney, Todd Korabek, Shane Caswell, Tom Kuster, Dave Pawlowski

**I. OFFICER REPORTS**

A. President Report:

Welcome to our new Region 4 Rep – Samuel Hamilton  
See New Business

B. President Elect Report:

See 2008 Annual Meeting

C. Treasurer Report:

Total Assets = \$64,000  
We have been audited by the IRS this year  
Scholarship money has been awarded

D. Secretary Report:

\*\*Still need President's Report, Annual Meeting Information, registration information, and some legislation information from Dave, and Capitol Hill Dates (Feb 25<sup>th</sup>) – Distribution goal is Oct. 26<sup>th</sup>.  
I submitted our scholarship winners and Annual Meeting information in for the November NATA News  
Website format change suggestions:  
In the process of adding Virginia Accredited Schools entry level and graduate on the website.

Motion to accept officer reports: Meg Thompson

Second: Heather Murphy

Accepted unanimously

**II. COMMITTEE REPORTS**

A. C&BL – no report

B. CIC – Todd Korabek will be stepping down

C. Conference – Ian Rogol

D. College/University – Tom Kuster

E. Legislative – Dave Pawlowski

Provisional License supervision is now daily and on-site and no longer “periodic”

Created “in-active” membership status

No longer needed signature from undergraduate institution for licensure

Renewal notice is sent ONCE the month before your birth month every other year

May need to include in newsletter

F. Membership – Debbie Bradney will be stepping down

- G. Nominations – John Reynolds  
Pres-Elect  
Secretary  
C&BL  
CIC  
Membership  
Education – new committee  
    \*Task to create Grants for original research to present at following VATA meeting  
    \*Grant to create home study that we can distribute to members for CEUs
- H. Public Relations – Heather Murphy  
See New Business – proposal by Brotman-Winter-Fried Communications PR Firm
- I. Scholarship – Terry Zablocki  
Increase scholarship opportunities to college/university  
Increase amount of money per scholarship (currently \$1000 and \$500)  
Use NATA scholarship criteria for template  
Possibly 1 HS, 1 Undergrad/Entry-level, and 1 Graduate scholarship (\$1000 each)  
Grants – masters and doctoral grants  
    Obligated to present at next VATA meeting – vote on one \$1000 grant in Jan.

Motion to create VATA Grant – \$1000 to a masters and doctoral student who will in turn be obligated to present at next VATA meeting – John Reynolds

Second: Ian Rogol

Accepted unanimously

- J. Secondary School – Paul Rupp

Motion to Accept Committee Reports: Meg Thompson

Second: Ian Rogol

Accepted unanimously

### **III. OLD BUSINESS**

Motion to accept the Mission and Vision Statements as written: Alice Buchanan

Second: Alan Freedman

Accepted Unanimously

### **IV. NEW BUSINESS**

Steve Winter from Brotman-Winter-Fried Communications PR Firm

    Handed out proposal

    Discussed some PR ideas about NATM

    Need PR ideas from members!!

    “Google News Alerts” – when ATCs appear in news around the Nation, notification will be sent

What we liked:

#### **State Side:**

Newspaper Story release contact list

\*PSA video for local TV stations and college/high schools – (Angela will investigate first)

Local TV station

College/University sports arenas

High School announcements

Movie theatres?

On-line

Governor Proclamation

**Member Side:**

Come up with a list of ideas for PR tool kit

Members need to be able to promote themselves and take ownership

Booklet or CD for promoting for each setting

Media contact list in each region, sample proclamation, time line organized by time spent, sample news story ideas, NATA brochures

Brand Image: Use NATM logo

Target: General public

Message: Domains, NATM theme

Money: \$8000 allowed for PR by membership in Jan 2007, used about \$4000 already

Need to go back to membership in Jan 2008 with specifics and balance

John Reynolds made the motion to propose the following PR efforts:

Includes BWF sending out newspaper story ideas monthly Nov 07-Nov08, developing video based PSA sent to media outlets and C/U settings (arenas), governor proclamation, and member toolkits in a CD format (contains media contact lists by region, sample proclamations aimed at school board, local politicians, university pres, sample news story ideas, setting specific brochures from NATA, time line based on time

Motion: Alice Buchanan to accept this proposal back to the PR Firm

Second: Angela Mickle

Friendly amendment to above proposal that we allocated up to (not to exceed) \$4000 to cover develop proposal from now until January 2008 Annual Meeting. – Angela Mickle

Accepted unanimously

Membership Database:

Contact and disseminate information to our members by region

2 databases: NATA (free) and BOC

Need both lists and someone to merge the two lists

Request lists by this December – Alan Freedman

2008 Annual Meeting: Meg Thompson

Theme: “AT and Team Physician Relationship”

VAFP involved

Registration dues increase

Motion to increase the registration dues for members from \$15 to \$30 and increase on site registration fee to \$60 – Angela Mickle

Second: Meg Thompson

Accepted Unanimously

Friendly amendment to increase all members (except students) \$15 (certified member, certified non-member, non-certified member). John Reynolds

Second: Alice Buchanan  
Accepted Unanimously

2009 Annual Meeting

Location – committee to investigate alternate sites (Alice, Ian, and Alan)

Membership Database:

Email

Mailing address

County – subdivide into regions

Telephone numbers

Employment setting and address

VHSL Partnership

John will be meeting with the VHSL President, Mr. Dolan

About expectations of ATCs covering events

Spring Jamboree discussion

Meeting Adjourned 2:15 pm

Respectfully Submitted by Emily Evans, VATA Secretary