



VATA Executive Council Meeting October 14th, 2013

Present: A Caswell, S Powers, J Sedory, B Funkhouser, D Cobler, A Smith, J Doctor, S. Caswell (by phone)

President called meeting called to order at 9:14 AM

Approval of Minutes from June EC Meeting

- DC Cobler- Motion; Scott Powers- Second.
- Approved Unanimously

Old Business:

Checks & Finance:

- \$800/mo for the lobbyist, additional smaller monthly costs: Conference Call Service, Constant Contact
- Remainder of checks are over \$1,000

Amanda Caswell proposes 2 signatures on anything over \$1,000

- Discussion ensued, most agreed \$1,000 was appropriate amount

Jay Sedory motion to approve 2 signatures (President & Treasurer) on checks over \$1000 to begin in January 2014 with change in leadership.

- Second: Scott Powers
- Vote: Aye: all, nay: 0

Website:

New website has launched. Users are slowly signing up. Early feedback is positive for the look and content. Secretary and Web Committee will be continuing to add content and examine ways to make it more user-friendly.

Discussion: Adding student or member projects, add videos and informational content. Perhaps offer contests or incentives to send in projects such as t-shirts or VATA registration.

PR chair could create contest for adding content. Use secretary as resource for what content is needed (handouts, videos, content driven.) Differentiate between college programs, secondary schools or other interested parties.

9:34 AM Committee Reports:

Jerry Weniger, Co-Chair- Honors & Awards:

- 2nd call got more nominations by the extended deadline. All but CEP had at least one nomination. 6 Hall of Fame candidates are on the ballot.

- Website, announcement with link would be helpful on the main page in the future. (It was already there this year on the upcoming events on the right with link to forms and in the news on the left)

Discussion:

- Get nominations out in May/June to better promote and capitalize on the less busy time of year for most of our membership. October is very busy for most ATs in the traditional settings.
 - Jerry reported that promotion has been a problem in the past, always a need to extend deadlines; asks if it is the committee's responsibility to recruit people?
 - Jay said that recruiting people for awards is not their responsibility.
- What about tasking HOF members to nominate HOF and other awards?
 - Nominations for HOF are kept automatically and are reconsidered annually. Considering contacting previous nominators of awards to encourage them to re-nominate a candidate if s/he was not selected when initially nominated.
 - All agree that is a good and reasonable suggestion
 - Scott suggests getting Region Reps involved in the process earlier to eliminate the feeling of needing to "recruit."
- Jay suggested they create a schedule of reminders for e-blasts, contacting reps/co-chairs to help advertise earlier. He will share with them the schedule that the Scholarship Committee is currently using.
- Amanda asked is this the 4th year of the awards?
 - 4th or 5th was the response.
 - There's a good system in place. We will continue to work to make it a finely oiled machine.
- Monetary award from the Periello family- Linda Periello emailed us 8/23/13- family wants to fund the secondary school award in his honor \$500. Seeking guidance on how to do that.
 - Easiest way would be for them to cut check directly to the winner
- Email with link to vote on annual awards will be going out soon to the EC with log in instructions
 - Jay reminded EC of the need to vote on awards in a timely manner
- Final question regarding the slide shows which run during the awards luncheon and throughout the annual meeting.
 - Jay suggested that needs to go through the Annual meeting committee

9:50 AM

Adam Smith- Chair, CUATC :

- Database project- Waiting on district 3 and a few other schools to respond.
- Would like to add a searchable database on the website for the membership.
- Would like to create CUATC Facebook page, or Linked In to encourage professional socialization.

- Also on the committee page of the website he hopes to add links to NCAA Health & Safety, Policy & Procedures for schools, Sample EAPs, College value model (Equation and study) would be helpful for many colleagues. 10-for-10 videos...
 - Jay has contact on the committee for the CVM will see what he can do to get resources
- Asked about CUATC roundtable discussion during the meeting.
 - We need a leader for those sessions to direct the discussion; roundtables have traditionally been on Sunday.
 - Amanda commented we are toying with idea to move roundtables to Saturday night/afternoon.
- Adam wants to create better relationships with fellow CUATCs.
 - Work with Beth to get group set up on website
- Scott asked about the possibility to add College/University logos to the site? To increase recognition of Va schools.
 - Compliance issue?
 - Shouldn't be, Adam will check with NCAA compliance office before moving forward.
- Adam asked about the possibility of advertising GA positions using the website
 - Shane: NATA would discourage or punish us if we posted jobs. We used to have a separate listing for jobs, but NATA pressured us to remove it. They make money off the career center.
- Discussion
 - What if we linked back to NATA career center or School HR page for GA/Interns/ Employment?
 - Volunteer and contract opportunities which are often emailed out?
 - Where would we put it on the website?
 - What about charging for the service?
 - We do have a loyalty to the office, but we don't have to follow if it doesn't benefit our members.
 - Scott- I think it goes back to verbage and usage. We're looking for local people to work local events.
 - Jay- Is this a vehicle for promoting poor paying jobs?
 - Beth will look to see what space we can have/options we have on the website.
 - Good way to advertise to youth leagues, and get more parties involved.
 - Table this suggestion until January
 - In the meantime, create guidelines as to what we would be willing to advertise. Maybe start with GA/internships linking directly to NATA Career Center and HR postings and then build on it depending on response and demand.
 - Examine if there is a way to get paid to send out mailers/advertisement for per diem.
 - Jason- we could also advertise student volunteer and networking opportunities

10:18 AM

GAC- Rose Schmieg, Chair

- Conference call updates: GAC expansion- taking over for Renee Cork
- 3rd party payer program- NATA seeking model states.
 - We were denied.
 - Rose contacted Clark Simpson regarding what went wrong with our proposal.
 - State practice act scored 8/10
 - Wisconsin/Indiana/Ohio won as model states and have less restrictive practice acts which didn't limit to athletes and AT room only.
 - Wisconsin is further along with surveying the membership. Billing incident to: PT, Chiropractor, and Physician.
 - Rose will talk to Wisconsin to use their survey. Indiana also uses it.
 - Ohio has ATs recognized by workers compensation board.
 - Clark is still charged with helping "not model" states to see how we can improve our standings. We will continue to work with him.
 - Amanda- will this be opened up again next year?
 - We have no timeline yet.
- We don't have a good handle on "what percentage of our folks" are using incident to and direct billing models and who has succeeded with this.
 - Billing tracking, how do we prove within the state that the outcomes are as good as or better than other providers.
 - Even though we don't have great data, it is still a great time for ATs. We need to figure out how to model other states.
- 2015 legislation for mandated provider status
- O2 Legislation-
 - Patron- Richard Bell
 - 1 change which is highlighted in letter F.
 - O2 is classified as a drug, and to store, use we have to really have this on the books.
 - We think this should go through well.
 - Do speak to delegates and senators to let them know this is coming.
 - Amanda- do you want EC to contact assemblymen before January?
 - If possible, EC members themselves make a visit to delegate office in the area. Invite delegate to venues; during general assembly.
 - Amanda asked Rose to put together a primer for meeting with delegates.
 - Include how to find your delegate link.
 - Becky and Rose will send to Beth and Amanda.
 - Do we need a plan to target specific folks?
 - Rose & Becky will create a plan in specific areas to target to share with EC.
- Hit the Hill Day: if each EC member could find 5-10 people to attend.

- Traditionally, we have about 15 people go total whereas PT/Nursing averages in the hundreds.
- Targeting a day in January. Becky suggested after Jan 15th in the AM.
 - The first week back is not a strong choice. Asking for dates from the EC.
 - Amanda suggested- January 23rd, Jay suggested 15th-16th.
 - Pushed the earlier date through to propose and kept the following week is a back-up.
 - Possibly plan to shift dates of annual meeting to allow for Hit the Hill day in the future
- Amanda- What will you and Becky be targeting the membership with at the VATA conference?
 - Becky will do a quick cap on what is coming up in the General Assembly
 - Rose- Wisconsin survey, get back on track with reimbursement and how we are trying to move forward at the state and national level. We need to better understand ourselves regarding reimbursement
 - Amanda- Is there value in having a roundtable discussion on how to bill-for-services and what you need to do, how to do it?
 - Rose-that could be interesting. People need tangible evidence to understand. Could be of value to video it and include on website to reach others, as well.
 - Discussion ensued on how to go about this and the value of it. Agreed that even if we aren't able to get something together for the meeting, we should plan to video a discussion to share with the membership.

Annual Meeting Planning Committee- Joe Hart, Programming Co-Chair, joined 10:58 AM

(Jumped over to SSATC while we wait for other AMP members to join the call.)

- Amanda reviewed the committee report
 - John Reynolds- is looking to resign chair position, but wants to remain on the committee.
- Project proposal for survey research submitted by Meg Thompson & John Reynolds was reviewed
- Discussion:
- NATA grant for \$500 was issued last year for this.
- Is this an NATA, VATA or personal project?
 - NATA- with the understanding we collect data within state and would then share the information with NATA.
 - We don't have a copy of the survey.
 - Has the NATA asked for the information?
 - What are we paying for as the VATA?
 - Who owns the data? Give us a product and we will pay.
 - Jason: Re-do the survey by June/July and get \$1000 with VATA and NATA both benefitting from the data collection.

- Joe suggests getting a survey researcher involved who has graduate students to finish off the research. Shane concurs: this project would be ongoing, put out an RFP for a grad student.
- Collectively, we don't feel comfortable just handing out money without a finished product.
- Shane: Give benchmarks, let EC see the data we have and review the data.
- Amanda will contact Meg and revise proposal with feedback. Proposes to continue discussion in January, and decide to move forward with Meg or put out an RFP.
- Jason- proposes vote over email and get this moving sooner.
 - All agree that email is an acceptable means of voting on revised proposal.

11:20 AM

Kim Pritchard, Chair- Annual Meeting Planning Committee; Joe Hart, Jatin Ambegaonkar
Co-Chairs Annual Meeting Programming; Scott Powers, Vendor Liaison:

- Kim- making a few changes to process and getting better records.
- BOC audit, will send preliminary program to BOC for review by 10/21/13. We can't advertise program or determine CEUs until after BOC approval.
- Scott- Report on vendors: "I count them when they send Rogol a check."
 - Physiotech. ACO Med-Supply out of charlotte- Jim Reeks, Aaron Gresham, Ferguson. Commitments from Zenith; Mike Neubauer- Dry Goods; Possible affirmative from Medco
 - Sent out a request to 15 others silver level sponsors to purchase table.
 - HCA, CJW, Bon Secors hospital systems who employ ATs are a major target.
 - Need to talk to Steve Cole about Quiz Bowl sponsorship.
- Amanda- Challenge each EC member to find at least 1 sponsor. All EC members have relationships with vendors.
- Jason- Suggested offering a sponsorship discount to the general membership- if you bring in a sponsor or 2, you can get your registration waived or discounted. Whatever the breakeven point would be.
 - Suggested to add that to the planning for 2015 meeting
- We will be purchasing a Square credit card scanner (2.75% to company) to use. We currently can't accept credit cards for billing or on-site.
- We probably need to adjust the form accordingly. Have the possibility to charge credit cards through online registration, but not currently for vendors.
- Price of Registration:
 - November 1 open- \$65 (early bird)
 - December 1- regular (\$75)
 - January 1-7 late (\$110)
 - January 10-11 onsite (\$125) (onsite until noon on Saturday)
 - Amanda suggested shortening the early bird time.

- Advertise at least a month in advance to get the money approved for folks requesting assistance through employers. Perhaps push the early bird to Nov. 15th opening.
 - Timeline is dependent on when we get BOC approval.
 - Could send out an eblast soon that pricing is changing. Put out a constant contact to the membership in the coming weeks regarding pricing changes and to stay tuned for schedule.
 - Invited guests and Friday night session: 15 minutes each overview- and then do roundtable/Panel discussion.
 - John Parsons from AT Still to be keynote
 - How we are handling reimbursement?
 - We are covering John Parson's travel, but no one else. The others will have a registration waiver.
 - Jay asked if registration waiver extended to presenters?
 - Questions about providing CEUs or waiving CEUs for free attendance.
 - Committee suggests invited speakers or session leaders could have waivers. Abstract submitters would not.
 - Poster accepted- no waiver. Formal presentation- waiver.
 - Speaker confirmation letters will go out this week which will include this information.
- When would EC like to see tentative schedule/program?
 - After BOC approval
 - 23 proposal submissions. (10 non-CEU generators; 13 CEU generators)
 - Presentation slides due by November 5th from committees on current works. Beth will send out reminder this week to committee chairs for this.
- Did we move the roundtables to Saturday? Is that still on the schedule?
 - Yes
- Amanda- thanked Kim for being a huge addition to this committee.

11:59 AM

Robert Hammill, Chair- Constitution & Bylaws:

- Amanda explained background on P&P, "we don't know why we do what we do..."
- Reviewed C & BL, been looking at what other states are doing. Should P&P replace BL?
 - What constitutes an expense VATA should pay for, how much. Currently ambiguous.
 - Roles of EC membership. Projects under the VATA name.
 - Been looking at OH, operating manuals. Lots of templates, applications, letters.
- Open for questions:
 - Jay asked if there was anything glaring that we need change right away. Or are we still in the info seeking stage.
 - Nothing glaring, definitely in the info stage. Definitely an advantage in having bylaws separate from P&P. Bylaws need majority membership vote

to modify. P&P only need majority vote in EC. Lend transparency to the process and information.

- Specific procedural issues: Do we pay for quiz bowl winners to go to district? Who goes to ilead? District rep? Would that be in the P&P?
 - Yes
- Is that in some of the others?
 - Yes
- Important for turnover in the EC to be as easy as it can be.
- Goal for us is to have an initial draft by early December for feedback and have a starting point fluid document for our January meeting.

Committee phone reports ended 12:08 pm.

DC Cobler gave Emily Evans Membership report on behalf of the committee.

- Jay- Leadership matrix- getting positive feedback from committee chairs and still trying to figure out the reporting chain
 - Beth asked about chain of command on proposals to clarify.

10 minute break

Amanda- President's Report

- Open Positions: President-elect/Treasurer/ Region 1 rep/ PR Chair/ SSATC Chair
- By the letter of the law, Reps are 2 year positions and can serve concurrent terms. We have majority who have never been in election. Starting with region 1, start transitioning over to get in line with constitution.
- Need to discuss concurrent positions- someday. Should there be a cap on the years served?
 - We don't have a cap on committee chairs either
- President can appoint in emergency if no one runs for position. Amend to allow seat to stay until someone comes in.
- Odd and Even representative = odd & even election years to cycle people on and off.
- Jay proposed using "Leadership tracking" and creating a formal program to identify potential leaders. Other states are already using this model starting in the student senate to formalize this process.
 - Jason- if we have a committee member or interested person do we need to get that formal?
 - Scott: "Old dogs" need to be a mentor, view themselves as mentors.
 - Amanda: when I put a call out, for involvement opportunities I get more emails than in the past. I see positive changes happening in the past few years.

Jay- Vice President's Report

- EC registration for conference
 - Defray costs- who gets complimentary registration? Paying for CEUs?
 - EC- Officers & region reps- 10 people- waiving is not breaking the bank
 - Discussion:

- Reps attend meetings- serve as moderators/pages
 - Where do we draw the line? Committee chairs? Planning committee?
 - AMPC- should be waived. (Kim, Jatin, Joe)
 - Committee Chair- grant all the early bird price
 - What about HOF and Past presidents? Comped or lock in a discount?
 - All agree to lock in discounted price for Committee Chair, HOF, Past Presidents
 - If we get better vendors one day, we may be able to comp all.
- Jay moves to approve registration waivers for all EC members and annual meeting chairs/co-chairs and to extend locked- in early bid registration rates for past presidents, HOF members, and committee chairs.
 - DC Cobler: second; Vote: Passes Unanimously.
- Jason asked question regarding sponsorship- what do the vendors get?
 - Amanda distributed sponsorship information and vendor registration
 - Scott explained logo advertising and customer support
- Mission Statement: Project group formed: we have a mission statement formed which was shared this summer. We haven't formally voted on it, yet.
 - Read mission statement & explained
 - All present agreed it was straight forward and acceptable.
 - Amanda suggested we resend out to EC and Committee Chairs for feedback and vote in January.

New Business:

- Amanda provided a District Update-
 - New location for District Meeting; lost old site
 - Meeting will be at Founders Inn & Spa at Virginia Beach on May 9-1, 2014.
 - Conflicts with CATS meeting
- MAATA has moved to new logo, consistent with new NATA logo. Amanda showed the group a sample. VATA is getting one done for free for review.
- Anna Sedory- reviewing constitution.
- Pat Aronson, District Director, will be invited to state business meeting.

Meeting adjourned 1:00pm

Respectfully Submitted,
Beth Funkhouser, Secretary

EC & Chair Reports Follow

**VATA Fall EC Meeting
10-14-13**

President, Amanda Caswell

Over the last few months, we have been working toward developing policies and procedures for the VATA and paving the way for the organization to move forward with clear operational directions. The new leadership matrix has been working and the co-chair arrangement has been functioning better than we could imagine. As we move forward, I see this organizational structure continuing to open up lines of communication in an effort to keep the EC aware of committee progress and projects. The Project Proposal Form is another item that is clarifying how we do business and giving committees and opportunity to propose new projects and initiatives; this is not only assisting with current projects, but will also be informing our future initiatives.

Finally...the new website is up and running!!!!!! It is a beginning and we need all EC and committee chair support to get content updated as well as recent information on the site. We are attempting to not only serve our members, but be a resource for all of Virginia. Please forward any relevant information to Beth Funkhouser.

The VATA has been involved in developing language to expand the current Students Safety Act in Virginia to include youth recreational activities as well. Last year the bill was killed, but through early efforts it is looking promising that the bill will move forward.

We will be advertising the following elected positions for a vote at the annual meeting: president-elect, treasurer, and regional 1 representative. We also need a chair for the secondary school and public relations committees.

In my last few months as President, I hope to finalize policies and procedures and keep forward momentum of the VATA. Please let me know if there is a capacity that I may serve a committee or the membership of the Commonwealth.

President-Elect, Jay Sedory

This has been a year where I have been involved in many aspects of the association and not only my primary committee responsibilities.

The new website was a top priority and was able to gather all of the necessary information for launch. Currently, the project is being transferred over to the Secretary and web team. We will continue to need people who are interested in providing content and those interest in helping with the website for quarterly refreshes.

We are implementing our new leadership matrix. Amanda and I laid down the frame work and met with each committee chair and explained the new system and responsibilities. We will continue to work with this system and encourage every member of the organization to use it appropriately. At times committee members forget to communicate with their co-chair first before seeking out an officer.

Project templates are continuing to be used. Good questions are coming along and keep them coming. I am open to reviewing any project proposals before submission.

Annual meeting and student symposium have been moving along well. We will continue to ask region representatives to support and create leads for sponsorship. Increase in sponsorship will defray the cost of the annual meeting. Cost of the annual meeting is a concern.

Shari Benson is our state representative to the District Young Professional Committee. While this is not a specific committee in the VATA, we welcome her and we are positive she will represent Virginia well to the district.

We had several rounds of the mission statement revision. Report following in agenda.

Highlights

- If you have content that might be useful to the website, please forward to Beth. Additionally, refer if you know of anyone that might be interested in helping with the website.
- EC members should seek out their committees regularly, region representatives are first line cohorts to committee chairs. Officers should have over sight of projects and timelines
- We should all be looking for sponsorship opportunities and encourage Scott Powers in his mission

Requests

- CC your co-chair and officer representative on correspondence when appropriate
- Use project templates for your regular projects or events
- Engage your officers and VATA members in communication

Secretary, Beth Funkhouser

The member list was updated in mid September in our Constant Contact system, so hopefully we are now reaching our newest members who have moved to Virginia over the summer. The average opening rate for the past 7 eblasts was 29% with a range of 25%-36%.

The new website launched on October 6. There is still some work to do, but the core of it is in place. Please, let me know if you spot errors, have suggestions, or still need to have your bio or photo posted. I will be working with the web team of Michael Moore and Jessie Shanks to keep the site up to date and a great resource for our members and the public.

Treasurer, Ian Rogol

See attached sheet.

We continue to have issues with Acteva from the January 2013 meeting. They still owe us \$6,000 and we are consistently contacting them about the status on our account. We will not be utilizing their services again. Other NATA state and district organizations are having similar issues with the company.

We received \$9100 from the Virginia Department of Health for hosting the Youth Sport Safety Summit at our 2013 Annual Meeting. This amount is not reflected in the current budget as it was just recently received.

Please assist with sponsorship and vendors for the annual meeting. We should strive to break even for the meeting. As of now we are losing an average of \$12,000 each year. A proposal is going to be presented to the EC about a stepwise structure for Annual Meeting registration increases.

I will be asking the EC to purchase a Square device so we can process credit cards on site.

College and University Committee Chair, Adam Smith

No Report.

Honors and Awards Committee Co-Chairs, Grace and Jerry Weniger

We have received at least one nomination for every category except for clinical emerging practices. We will work on compiling these over the next few days. Our recommendation is to not have a CEP award winner this year due to no nominations.

Secondary School Committee Chair, John Reynolds

VHSL

- Weight Control Program
 - No significant changes for this coming season
 - Anticipate workshop schedule will be posted week of 10/7
 - Online tutorial for current certified measurers available week of 10/7
- Concussion/Collision Study Group
 - Formed in response to letter sent by Sen Stephen H Martin of the Senate Education and Health Committee which was prompted by Senator Marsden bill submitted to General Assembly in January.
 - In short, VHSL asked to examine mechanisms for limiting the frequency with which a student-athlete is subjected to contact/impacts during sports.
 - Study group met in mid-September and consisted of members of SMAC, coaches, athletic administrators, officials and VHSL staff.
 - Primary areas of study:
 - Education
 - Coaching Best Practices
 - Provision of Appropriate Medical Care
 - Injury Tracking Mechanisms
 - Groups with meet again November 14, 2013
- VHSL Wrestling Concussion Evaluation Pilot
 - Request to continue program for a second year denies by NFHS
- Updated wrestling skin form on VHSL website
- VHSL lightning updated (although still consistent with NFHS guidelines) and posted on website

VATA

- Request from Meg Thompson for financial support (\$500) to complete survey of secondary schools (attached).

Governmental Affairs Committee Chair, Rose Schmieg

-GAC expansion-adding John Knaul, Mike Puglia, Anna Sedory

-Summary discussion with Clark Simpson at the NATA regarding rejected RFP, we can still consult with him to move forward on reimbursement initiatives.

-VATA bill on oxygen General Assembly 2014

-Selecting Richmond Hit the Hill Dates- want to get as many EC members to go as possible, would like EC to suggest two "best" dates in January

-Grassroots advocacy on O2 bill. Becky will be getting info for constant contact blasts that BETH can send out. We need to rally troops to speak to legislators on this ASAP.

Programming Committee Chair, Kimberly Pritchard

-Registration price increase/timeline for early/late registration

-Update on vendors

-Invited speakers (who are Friday speakers, new reimbursement policy)

-When EC can expect draft of schedule/# of CEUs

Scholarship Committee Chair, Dan Carroll

No Report