



**Executive Council
Conference Call Minutes**
Sunday, September 4, 2016
8:00 pm –9:30 pm EST
Matt Gage PhD, LAT, ATC, Presiding

Welcome & Call to Order: 8:01PM - Matt Gage, President

Roll Call:

***P = Present**

Attendees:

| | | |
|---------------------------------|-----------------------------------|-------------------------------|
| Matt Gage (President) *P | Scott Powers (President Elect) *P | Lida Pitsch (Treasurer) *P |
| Beth Funkhouser (Secretary) *P | Jay Sedory (Past President) *P | Rob Hammill (C & B) NP |
| Beth Druvenga (Region 1) *P | Chris Jones (Region 2-Interim) *P | Maegan Michalik (Region 3) *P |
| Jessica Bissinger (Region 4) *P | Breanne Piatt (Region 5) *P | Vacant (Region 6) NA |

Committee Chairs/Guests:

| | | |
|------------------------------|----------------------------------|---------------------------------|
| Vacant (GAC) NA | Jamie Frye (Student Affairs) NP | Sara Whiteside (H&A) NP |
| Katie Grover (Membership) *P | Michele Heisel (CEP) NP | Sara Pittelkau (Scholarship) NP |
| Adam Smith (CUATC) *P | Kim Pritchard (AM) NP | Becky Bowers (Lobbyist) NP |
| Abbie Hansberger (SS) NP | Ashley Day (Public Relations) *P | Lauren Hawkinson (YP) *P |

Approval of Agenda & Minutes

Call for updates to agenda or minutes

- Minutes Reviewed and Updated:
 - Question for Matt regarding the Marine Corps Marathon volunteering & CEU event from July Minutes
 - Contact is now on leave. CEU event is separate, but free for volunteers
 - More information will be coming soon and in President's Report
- MAATA Bylaws added to Old Business

Motion to approve Agenda & Minutes as corrected. Motion: Scott Powers; Beth Funkhouser, 2nd
Motion approved- unopposed

Announcements/News

- Please vote in MAATA elections for District Director and Secretary
- Stricter guidelines on promotion and advertising since last election, please encourage folks to vote in the election.

- Ballots were emailed; election is open.

Officer Reports:

- **President**
 - Caitlyn Richbourg has moved out of state. Looking for interim replacement until elections at Annual meeting. Have a prospect for an interim, but if you know of anyone in the region who may be interested, please mention.
 - Marine Corps marathon. More information coming for eBlast. Monetary incentive was intended for the AT program who brought the most students. Unclear if that is still occurring, may not be now. CEUs still possible for workshop event.
 - State Leadership Forum in Wisconsin on Reimbursement. November 11-13. Wisconsin, Ohio and Indiana will be sharing how they have gained 3rd party reimbursement. Would like to send a representative to learn more.
 - Positives- vital information, critical area we are looking to improve in
 - Negatives- Costs (1 versus many)
 - Treasurer- Funds are there to help with travel. May not be able to send many, but one or two.
 - Considering Scott Powers President Elect and Michele Heisel from CEP
 - Please contact if you know of others who may be interested or should be considered.
 - New MAATA Young Professionals Rep- Lauren Hawkinson
 - Lauren introduced herself. Currently at UofR following her graduation from UNC 2 years ago. Still getting a feel and reaching out to other YP leaders.
 - Communication is the biggest goal currently.
 - Idea sharing
- **President Elect- Scott Powers**
 - Annual Meeting January 7-8, 2017 at Kingsmill Resort again
 - 19 hotels have been submitted for 2018 consideration from the search firm
 - Early October- Call for Presentations for students and main program
 - More after call on Wednesday with Committee
- **Treasurer- Lida Pitsch**
 - FYI- Accountant Ken Machande informed us the IRS sent us a letter, one part of the form that Ken filled out needed to be corrected. Issue with filing, not being audited.
 - Preparing updates for next filing
 - MAATA checks from March-June have arrived. \$6,000+. Next dues check for July-October will arrive in November.
 - (Audio issues)
 - Reimbursement Policy & Form
 - Probably will be well into the end of this month before a draft
 - Hopefully will be ready for the EC to see by next meeting
 - Should be ready to go into action in January hopefully.
- **Secretary- Beth Funkhouser**
 - Items for eBlast to Members?
 - USMC Marathon
 - Update on Interims and New Reps
 - Should we establish a fixed date? News for eblast in by Monday, September 12.
- **Past-President- Jay Sedory**
 - Hoping to do more with Governmental Affairs soon

- Matt has requested Jay help get that moving and more organized until a new chair is selected

Committee Reports

- **Annual Meeting- Scott Powers, EC Liaison**
 - Working on timeline. Jamie has some help with the student program. Seeking speakers. Starting to put it all in writing.
 - What is the theme?
 - Speaker availability has been the determining factor especially with EBP
 - Will know more after Wednesday call
- **College & University- Adam Smith, Chair**
 - In the middle of collecting AMCIA reports- have received 8 so far. Sending another reminder this month.
 - Getting organized for hands on event at annual meeting with
 - New Region 2 representative needed. Still need Region 1 rep, as well.
- **Clinical & Emerging Practice- Not Present**
 - No Report
- **Governmental Affairs- Matt Gage, Interim**
 - Del Peace met in July regarding Strategic plan: EAP required at all secondary school facilities, Heat Illness Bill.
 - Why don't we have these things in place? Was his big question
 - VHSL has recommendations, not requirements
 - Commission on Youth could assist
 - **HR-9921- Sports Medicine Licensure Clarity Act:** Met with Congressman Goodlatte, with D3 Director Pat Aronson and Jason Porter in Lynchburg. About 2 minutes into the talk, stopped group and announced he had approved and sent it forward. NATA office states this is the furthest a GAC initiative has gone for NATA
 - **Lobbyist Evaluation:** Becky Bowers- Lanier is evaluating our interaction with her, Matt is evaluating her interaction with us so we can improve our working relationship. Overall, we are truly blessed to have Becky assisting us compared to what we have heard from other state organizations.
- **Honors & Awards- Not Present**
 - No Report
- **Membership- Katie Grover, Chair**
 - No Big Updates
 - Issues with people applying for state only membership who are NATA members already
 - Welcome to Lauren, excited to speak with you more.
- **Public Relations- Ashley Day, Chair**
 - **Trivia Night on Social Media**
 - First Thursday of the month- have some good VATA merchandise as prizes
 - **Selfie with your License** as our second initiative with Early Bird Registration discount
 - **Talk with AMPC about an "old times" display.**
 - We have a lot of old photos and documents from old meetings would like to discuss having a stand alone display or run on the slide presentations between speakers at the annual meeting.
 - **Backdrop-**
 - 10% discount on \$450 w/o shipping & handling for 10 x 12 vinyl banner

- Vinyl is more durable. No guarantee on life span. Should keep color and condition if kept in package shipped in.
- Non-Glare coating would be necessary for photos or behind speakers
- Flaps would be more durable than grommet
- Fire-retardant-coated. Heat and cold tolerant
- Still working on design options with company.
 - Will hopefully be able to vote soon on banner options
- Questions/Discussion:
 - What does the cost include?
 - \$450 includes the cost of the coating, flaps, and stand for a 10 x 12
 - What is the next size?
 - 16 x 12
 - What other products do they produce?
 - Banners is really their specialty. This is the company both the district and NATA use.
 - Timeline?
 - Needs to be ordered by November 1 to ensure delivery.
 - May need to meet with the EC before the next meeting to determine
 - Are we selling anything at the meeting?
 - Jay spoke about the polo shirts he ordered as a fundraiser for the GAC and possibly continuing to try to sell
 - History of meeting swag
 - Thrown overboard due to cost as we were trying to stop losing money on the meeting
 - Financial stability trumped the lack of quality goods
 - Lapel pins were popular when we were promoting the new logo
 - Store idea is something we haven't really chased yet
 - People want a registration gift
 - Scott, please take that back to Annual Meeting Planning Committee for consideration and feedback.
- **Scholarship- Not Present**
 - No Report
- **Secondary Schools- Not Present**
 - No Report
- **Student Affairs- Maegan Michalik, Co-Chair**
 - New Member to add during New Business
 - Student Advisory committee has been established. Will start meeting later this month to help select topics and speakers

Old Business

MAATA bylaws regarding Treasurer Term Limits

- Matt gave background on why the bylaw was voted down.
 - New proposal at May meeting will be to allow the Treasurer to have 3 2-year terms. Mechanism to mentor the incoming treasurer has not been decided.
- All other positions retain 2 term limits

- Could sit out
- Director can reappoint if no other candidate runs.
 - Could the director appoint for full 2 year or would it just be a 1 year appointment until next meeting?
 - Unsure at this point on that.
- Discussion continues on who could/should vote to appoint.
- Still a work in progress, but better than previous proposal.

New Business

Region Rep Reports

1. **Beth Druvenga**- Not on call at this time
2. **Chris Jones**- Gave some background. Currently UofR AT. Just started in the Region Rep role. Thanks for the opportunity
3. **Maegan Michalik**- Not a whole lot of news since last meeting. RMH Sentara event was a success. Scott Powers gave RMH update:
 - 55-60 attendees. That will probably be the cap for that event
 - A lot of great feedback
 - All but 3 presenters were ATs
 - New date coming soon for 2017
4. **Jessica Bissinger**- No news since last meeting. Good interactions out of that region's summer CEU event as well
5. **Breanne Piatt**- Finalizing Region 5 CEU event. PT who specializes in foot/ankle will be speaker BOC approved for 16.25 CEUs. How much should be charged to attendees? 25 is the "break even" point. Attendance cap is 40.
 - What is the speaker charging us?
 - \$3000 for 40 attendees.
 - \$75 at 25 people is what he is charging for this
 - That's less than \$5 per CEU
 - What would the \$500 from VATA be going towards?
 - I wasn't planning on using it...
 - Speaker is from the region and big into IPE
 - Concern for setting precedent of more CEUs than VATA meeting
 - Can we compare the 2 equally? Focused speaker vs variety of speakers.
 - Consider Business mindset when making a decision. Should be appealing option to region.
 - Don't have to get it right the first time.
 - What do you think about \$100 for the first round?
 - (Lost audio momentarily)
 - Breanne and Matt will discuss cost more
6. Vacant

Approval of New Committee members

- Addition of Tom Campbell to Student Affairs Committee
 - Jamie & Maegan vetted. Matt Gage approved nomination
- Scott spoke on Tom's behalf and his work with students at Bridgewater.
 - Motion to approve Tom Campbell - Scott Powers; Breanne Piatt, 2nd.
 - Motion approved

Next Meeting: November 6 @ 8:00pm

Adjournment

- Motion to adjourn at 9:26pm
 - Breanne Piatt; 2nd Lida Pitsch

“Have a good Labor Day, everyone”

Meeting Adjourned

| Unique Motions Approved | Appointments | Follow-Up Items |
|-------------------------|---|---|
| | <ul style="list-style-type: none">• Tom Campbell to Student Affairs Committee | <ul style="list-style-type: none">• 3rd Party Reimbursement forum in Wisconsin• Annual Meeting Swag?• PR Banner• Reimbursement Policy & Form• Lobbyist Evaluation |

Respectfully Submitted,
Beth Funkhouser, Secretary