



VATA Executive Council Meeting Minutes January 10, 2014

Present:

EC: S Powers, J Doctor, M Callis, D Cobler, B Funkhouser, I Rogol, J Simpkins, J Sedory, A Caswell

CC: R Hammill, K Pritchard, J Reynolds, E Evans, D Pawlowski, R Schmieg

Meeting called to order at 12:29pm

Approval of October Meeting Minutes

Motion: Scott Powers

2nd Jason Doctor

Approval of Minutes was unanimous

President- Amanda Caswell

- Legislative Update on several Bills that we are watching.
 - 6 or 7 concussion bills currently, 2 more in development. VA considers O2 a drug, looks promising, but anything can happen in the assembly.
- Policy & Procedures- Discussions with Rob Hammill, Constitution & Bylaws Chair
 - Good historical institutional knowledge, very few things on paper, we are making progress on getting things current.
- Committee Chair Elections:
 - Secondary Schools Committee
 - John Reynolds will remain on the committee and will help transition the new chair.
 - 2 Nominees for the Chair- Sara Whiteside & Abbie Hansberger. Information was previously distributed to voting members. Both indicated interest in serving on the committee if they didn't win the vote
 - Vote for SSAT Chair- Abbie Hansberger won election
 - Public Relations Committee
 - One nominee put forth from nominations
 - Vote of confidence for PR Chair- unanimous for Mike Shetley.
- Fairfax sponsoring Police & Fire World Games. July 2015. VATA and membership should get involved. Very large event.
- Support during business meeting. Feel free to chime in during discussions and question fielding.

- District News
 - Pat Aronson, District Director, will be giving a district report during the business meeting.
 - District is looking for a treasurer, if you know of anyone interested
 - D3 Meeting – May 9-11, Founders Inn at Virginia Beach
 - Honors & Awards- Push to get state award winners nominated at the district level
 - MAATA logo- mock-up mimics the NATA. Virginia voted to change to new logo.
- Closing thoughts:
 - Hard to believe my term as President is over. Sad to see it go.
 - Seeing more volunteers and interest. We're generating some excitement in the organization and getting new people involved.
 - Thank you all very much.

President-Elect – Jay Sedory

- Mission Statement- Task group appointed and has been working on updated statement. Consistent with other states.
 - Sent for review to EC. Didn't get any new comments for or against. Silence is acceptance, perhaps.
 - Opened for comments. No Comments.
 - Motion to adopt the new mission
 - Motion- Scott Powers
 - 2nd -Jorena Simpkins
 - Vote- Motion passes. (8/9, DC out of the room during vote)

Secretary – Beth Funkhouser

- Constant Contacts
 - Reviewed data on eblasts from October-January. Less than half of the membership opening emails.
- Website
 - Continuing adding content. Encourage EC & Committee Chairs to contribute content ideas & resources
- Specific suggestions:
 - AT Month promotion
 - Message board for temporary job postings

- Did report that a forum for this had been created on the webpage, but wasn't made public yet due to concerns about conflicts with NATA career center and the need for posting policies.
- Discussion continued on this. Most agreed it was a good idea and a good service to the members.

Treasurer- Ian Rogol

- Reviewed Treasurers report
- Still waiting on MAATA dues check from the NATA since most renew membership in December.
- Need to run the meeting at less of a deficit needs to be happen. Don't need to make money on the meeting, though, that would be nice.
 - First year of graduated scale, interested to see how that improves registration income.
 - We have more sponsors this year which is helping, need to find at least 3 more sponsors to be operating the meeting at an even budget.
 - More Sponsors would allow us to fund more projects for the membership.
 - Scott Powers suggested looking for other opportunities to find sponsors. Such as asking members to look for funding sources when putting forth a request, or regional educational symposium
 - What would the number be to cover cost of 2013 meeting- \$145/person registration to cover cost.
- Jay voiced concerns about the fiscal strength of the VATA. Concern about ability to approve many requests. Need to create a strategic plan, strategic partnership.
 - Raising dues, NC has done this- raised by \$10 mainly to cover Gov't affairs.
 - We don't get grant money from Nat'l committee, it's getting shuttled to other states that are in gov't battles. Negative mark against us because we run out of the negative. Explained SC example where they saw no return on money spent lobbying. Directions we are moving in are going to take time, effort and money and until we show fiscal responsibility we won't get the top grants.
- Amanda- we have enough to stay in business for 1 year, we need to be sustainable for 2 years.
 - We don't have the budget to fund new initiatives.
- Ian- we've been paying Becky \$800/month for 4-5 years. I'm scared of the day her rates go up.
- It comes down to how this meeting is run. We need to find more sponsors/vendors. It takes 8-10 silver sponsors (8-10g) this meeting will run at 0 net and then we can revamp the budget.

- Amanda- parting directive- Budget needs to be a top priority. It's a bigger discussion than just the annual meeting.
- \$30/state due portion- we're on the bottom end of dues.
 - When was the last time dues were raised?
- Dave Pawlowski- hotel scouting, may want to look at a new location for the 2015 meeting to help with costs.
 - Discussed a service through Helms & Briscoe , Beth Donatelli- global account manager.
 - She can get organizations better leverage with hotel/venue contracts
 - She wouldn't charge us, they get paid from the hotel.
 - The district just hired the same group to find their meeting location. We just have to give her some information up front.
 - Scott Powers- we have enough resorts around here why can't we do what Big Sky has?
 - Dave- Getting off-season rates, hotels used to work with us, but not anymore, they can get business without ours.
 - Amanda- it's worth investigating different options.
 - Directed Rob Hammill- of the need to get a procedure in place for meeting site selection.

Committee Reports:

Annual Meeting Planning Committee- Kim Pritchard, Planning Chair; Dave Pawlowski, Hotel Liaison; Scott Powers, Vendor Coordinator

- Big thank you to Kim & committee
- Kim- Good sponsorship year. We need to cut down the cost deficit.
 - Like the idea to comp registration for folks who bring in sponsors.
 - Need to start planning in February. We've got goals for 2015 planning.
- Dave- Moving forward, need to look at do we want to do the HOF lunch. That's a 10K ticket that we could potentially fund through sponsor or member payment.
 - Amanda- Hotel has a food minimum. Hopefully, we can find one that is lower, especially since contract at the Hilton upped the food by \$2500 for next year.
 - Scott- add a check box and have folks pay a little extra to attend the meal.
- Talk to your vendors, ask them if they participate with VATA and that we appreciate their support. Scott reported visibility is what he sells to vendors, that and security. But they

need to hear from the membership. Make sure we have a good spot for vendors in site selection.

- Amanda suggested we send out a constant contact in March to encourage members to use the vendors who sponsor us.
- Asked Kim after the meeting, bring something forward that we can look at for future planning.

Secondary Schools Committee- John Reynolds, Chair

- BOE guidelines- difficult to get changes made. We were the 11th state to have a concussion law and we were the only one to include academic needs. VA will be prominently featured in an upcoming Nat'l school board association webinar
- SMAC- website revision coming soon.
- Concussion/Collision subcommittee- Marsden, limiting hitting to 1 day/week. Never intended bill to move on.
 - VHSL committee, 2 smac, 3 coaches, several vhsf folks.
- 2014 some strongly worded recommendation will be coming out with some new rules regarding practice times/sessions. Survey will be coming out soon to athletic Administrators. Policy change will then happen from the VHSL.

Scholarship Committee- Dan Carroll, Chair (report)

- Sending out a call for High School & College applicants in the spring.
- Trying to track the recipients of the scholarship to make sure they are still majoring in AT

Membership- Emily Evans, Chair

- Will be getting new list to region reps with emails
- Reviewed charts on breakdown of membership. Huge percentage is YP and Students.
 - Jay- we need to know who are membership is.
 - State association committees in NATA- explain how the regions work. States are grouped by like size.
 - Dave- Does the NATA have information we can compare our membership to?

Honors & Awards- Gerry & Grace Weniger, Chairs (report)

- Highest number of nominations
- Would like to get the word out earlier in the spring. October is not a good time for most. Luncheon- only 3 of our recipients will be able to attend

CEP- Talena Willams, Chair (report)

- Been a dormant committee in 2013- has some initiatives to get off the ground in 2014.
- We'll be putting a call out to add members to the committee.

Student Affairs- Jamie Frye, Chair (report)

- Goal- strong student programming every year
- Call for committee members by March 1. Get some folks who are not specifically educators. Want to ask employers what new grads might need to create better resources for educators and students.

Constitution & Bylaws- Rob Hammill, Chair

- Couple of things I was asked to do P&P and amend bylaws.
- Amendment 11: add P&P
 - Several states already have a P&P to keep consistency.
 - What is the documentation/process for what we do.
 - Will request help with position specific information.
 - "Off the floor Nominations"
 - Issue is vetting candidates.
 - We need to do a better job advertising and getting people vetted before.
 - Article 3 & Article 8- make the wording jive together.
- Amanda- goal is to present the proposed changes at the business meeting, create discussion among membership, put at a constant contact for feedback and then do an electronic vote.
- Establishment of quorum discussion
- Electronic Voting- is allowed by current Constitution & Bylaws
 - Discussion about time lines followed.

GAC-Rose Schmieg, Chair

- BBL is more in the know than I am and she will speak to the membership tomorrow
- Trying to get a cross section of our membership on the committee.
 - reviewed members of committee.
 - GAC will meet today at 4:00pm.
 - Want to devise strategy to reach specific folks.
- Reviewed Pilot Program information presented in her report.

- What is working on the billing models for AT?
- Who is really billing for AT services?
- 3 years ago we surveyed, similar to national response.
- GAC is interested in running this survey soon. Probably around February.
Looking to see what we will get out of reimbursement task force.
 - Let me know if you are interested in participating with committee.
- HB 190- O2 use and store oxygen for emergency use. Several concussion legislations- most are coming out of recreational use.
- PT just went to assembly- 50 people-
 - Medicare was top, concussion was their #2.
 - No problem with PT being on the team with post-concussion symptoms. We need to protect our emergency care piece.
 - PT-SCS is legally allowed to be a first responder. That is in the law. Who knew?
 - PTs can sit for sports specialist certification- doesn't have any hands on component. Only a written test. Practice enhancement, money to be made.
 - Check out APTA site.
 - John- not a lot of folks have this certification.
 - Rose- Practice act, ours speaks to acute care in emergency care. PT practice act refers to acutely ill in a hospital setting. SCS thing could be WW3.
 - Jay- Should that be a licensing board issue?
 - Rose is not sure. Something to explore moving forward.
 - Dave- BOM probably wouldn't want to take on the issue.
 - Rose- Degree level comes into play, tough to sell to the general assembly and general public when they see doctoral training.
- Next week is hit the hill day- 35 currently signed up. Morning of the 16th.
 - Mike Shetley bringing athletes. Good to get consumers of AT involved.
- Amanda- we are getting a seat at the table at many organizations. We're getting more involved on lots of different topics getting more of a voice.

Final Remarks

- Amanda gave Shane's goodbyes as Region 1 Rep. He was unable to attend, presenting in Philadelphia.
- Jay thanked Amanda for her service.
 - Thanks for the well wishes for my family.

- Plans for the future. Handed out a “leaders intent” document
“Love It, Live It, Lead It”
 - Success & Focus moving forward. Understand our resources and that this belongs to the membership. We are all leaders.
 - He challenge us to use this document as a reminder of our service.
 - Will also present this to the membership.

Motion to adjourn meeting

Motion- Jorena Simpkins

2nd- Rob Hammill

Motion passed unanimously.

Meeting adjourned 2:35pm.

Respectfully Submitted,
Beth Funkhouser, Secretary

Officer & Committee Reports Follow.

VATA Executive Council Meeting

Reports

January 10, 2014

President

The last few months have been busy with annual meeting planning and preparation for the 2014 VA assembly. I have attended meetings with VA Parks and Recreation in regards to youth and recreation concussion policy; the VATA is a player in these discussions. John Reynolds continues to be a strong representative in these discussions. Ian Rogol and I worked to develop a working budget so that the organization can work off of a budget rather than spend at will. I hope this is a project that the EC will continue to work on in the Spring and Fall. Rob Hammil and I have spent time reviewing and revising the Bylaws; as the organization evolves so must our procedures.

It is hard to believe that two years have passed and my term is over. I want to extend a thank you to all EC members, the Committee Chairs and VATA members that have assisted me during my term. This organization is possible because of the people that care and are involved in moving it and the profession forward. I hope as a past president I can carry forward my initiative for a policy and procedures manual as I feel this is long overdue. I also would like to reach out to organizations that we should have a relationship with in the state. And lastly, I hope to be able to provide any insight and guidance as Jay Sedory Transitions into the role of president.

President-Elect

Narrative

My role has been continuing to learn about the VATA, gain more knowledge in governmental affairs of the state, and implement the internal changes of the leadership.

Since October 2013 meeting, much of our attention has been focused on the Annual Meeting preparations. There has been discussion evaluating the feasibility and needs for a 1 day CE Program/ Meeting during in addition to the annual meeting in January. There has also been discussion of web-based programming. Lynchburg College has planned a strong program for students this year and will provide much utility to students long after they have graduated. Both programs are obviously in their execution stages. If you see a potential problem during the meeting, help address it or refer it to the appropriate person.

Highlights

- Kim Prichard, Annual Meeting Committee chair has been instrumental in organizing the Annual meeting

- Once again Joe Hart and Jatin Ambegaonkar have provided solid programming in balancing practical and research topics.
- 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
- Sponsorship and revenue will continue to be a discussion and action item for EC members to consider

Requests

- Make yourself available and approachable during the annual meeting to members
- Relay any feedback or information from attendees about the annual meeting to Kim Prichard
- Engage your officers and VATA members in communication

Secretary

We had a 36% overall open rate for constant contact messages since our last meeting. Highest open rate was 46%, lowest was 27%. Our yearly average did not open (DNO) rate is 68%. According to constant contact, a 68% DNO rate is also the national average. Clicks, message forwarding, social sharing numbers are favorable for those who are opening the messages.

Work on the website continues. We need to encourage members to join the site by creating accounts and getting them more excited about the functions of the website. As of 1/7/14, 336 people have registered on the site. Also need to have committee chairs submit content or offer suggestions for content for their committee pages and special sections. Also, need content in the athletes, coaches, public sections. Please feel free to share any ideas you have.

Planning to get an updated membership list in early February to make sure we are reaching the most current Virginians. Will work with Emily to make sure our databases are current and Region Reps also get the updated contact information.

Treasurer

See attached spreadsheet.

Governmental Affairs Committee

Committee and Members Roles

Name	Role
Rose Schmieg	Chair, Higher Ed
Becky Bowers Lanier	Lobbyist
AnnMarie Francis	Private Secondary
Michael Puglia	Secondary
Rene Cork	College/University
John Knaul	College/University
James Buriak	Higher Ed
David Pawlowski	Special Olympics
Talena Williams	AT Physician Extender
Jon Almquist	Concussion Clinic
Denise Massie	Chair, Reimburse Task Force
Anna Sedory	DEA
Martha Godfrey	Clinic AT

NATA Pilot Program Third Party Reimbursement

- The purpose of RFP is to solicit proposals from interested state AT leadership, conduct a fair and extensive evaluation based on criteria listed herein, and select states that present the best opportunities for success in the third-party model of reimbursement
- We applied along with 9 other states.
- Wisconsin and Ohio the big winners

GAC Reimbursement Task Force

- Purpose and Charge of the task force
- Publicize outcome data essential to the achievement of third party reimbursement

- Conduct meeting with leading payors, organizations, and employers determined to be the most critical to achieving success with reimbursement
- Increase communication with third party payors
- Develop and disseminate information of reimbursement model for athletic trainers and employers in VA
- Collaborate with District 3 Committee on Emerging Practices on issues related to reimbursement

HB 190-Delegate R.P. Bell

- Amends the Code of Virginia to permit ATs to administer O2 under protocol in emergency situations
- <http://lis.virginia.gov/cgi-bin/legp604.exe?141+ful+HB190+hil>
- Adds to the list of drugs ATs may administer under protocol or with oral or written order by prescriber
- Health, welfare, and institutions committee
- Other stakeholder input

Concussion Legislation

- HB 36 (Kory): Requires Board of Education to update guidelines to include information provided on effects of concussions on academic performance
 - <http://lis.virginia.gov/cgi-bin/legp604.exe?141+ful+HB36+hil>
- HB ___ (Anderson) and SB ___ (Stuart): requires non-scholastic youth sports leagues using school property to have concussion policies
- VATA role: offer expert guidance

Richmond Hit the Hill Day

- *When*
 - *Thursday January 16, 2014 9:00 am - 12:00pm*
- *Where*
 - *University of Richmond Downtown from 9:00-10:00 am*
 - *General Assembly Building to meet with legislators 10:00-noon*
- *What*
 - *HB 190 Oxygen*
 - *Concussion*
 - *General AT advocacy*

2015 Assembly

- VATA seeking legislation to change the Virginia insurance law to grant provider status for athletic trainers.
- Change in current statutory language in the code, § 38.2-3408
 - Policy providing for reimbursement for services that may be performed by certain practitioners other than physicians
- **A. If an accident and sickness insurance policy provides reimbursement for any service that may be legally performed by a person licensed in the Commonwealth as a chiropractor, optometrist, optician, professional counselor, psychologist, clinical social worker, podiatrist, physical therapist, chiropodist, clinical nurse specialist who renders mental health services, audiologist, speech pathologist, certified nurse midwife, marriage and family therapist, athletic trainer, or licensed acupuncturist, reimbursement under the policy shall not be denied because the service is rendered by a licensed practitioner.**

MEMBERSHIP COMMITTEE REPORT

Since last VATA EC Meeting:

- 1) Obtained accurate membership roster through District
- 2) Continued to contact new members via email with welcome message and VATA website information – since website has changed I haven't received emails regarding new members
- 3) Welcomed new members on VATA Facebook page through Heather Murphy

The total number of members for March 2013 = 1076 and January 2014 = 1249.

Future:

- 1) Distributed a Regional Database to each RR that includes email addresses
- 1) Regularly update Constant Contact
- 2) Investigate ways to increase membership (work with PR committee)
- 3) Gather contact information regarding non-NATA members, begin randomly surveying

Scholarship Committee Report

- Awarded Scholarship
 - Student Professional Development Scholarship awarded to Bethany Druvenga, ATC, Old Dominion University
- Request for applications for the College/University Scholarship and High School Senior Scholarship will be made immediately following the VATA Annual Meeting
- At last check, all scholarship recipients, starting with those who are poised for on-time graduation this spring, are still enrolled in ATEP or declared as an athletic training major. There are three past scholarship recipients who are to matriculate this spring.

Honors and Awards

-We had the most ever nominations this year.

-There is now a \$500 monetary award assigned to the winner of the Secondary School Athletic Trainer of the Year that is being provided by the Periello Family.

Student Affairs/Programming

-Lynchburg has coordinated and will execute the Young Professionals' Symposium in conjunction with the VATA 2014 Annual Meeting.

-2015 Goals

- Develop subset of student programming for the 2015 Annual Meeting
 - Call for Committee Members by March 1
 - Develop & deploy short interest survey to program directors and/or students
 - Identify 2015 Student Programming Focus

Annual Meeting Planning Committee

Narrative

The Annual Meeting Planning Committee has been hard at work the past few months to ensure the meeting runs as smoothly as possible. So far, I am pleased with the communication between the committee members and the leadership of the VATA. We have discussed various options for improvement of the meeting, including increasing sponsorship, altering the format, and researching venue options.

I would like to thank Amanda Caswell, Jay Sedory, Ian Rogol, and Beth Funkhouser for their time and efforts for this meeting – especially Beth for creating and running the Annual Meeting tab on the website. Thanks to Joe Hart, Jatin Ambegaonkar, Dave Pawlowski, and Scott Powers for the hard work on their respective positions. I've learned a lot so far, and am excited to continue in this position to create improved experiences for the membership and leadership of the VATA.

Highlights

1. Registration price increase to account for surcharges (registration and vendors)
 - a. Credit card payments are charged a percentage of the purchase price; currently, the VATA loses that money. We have discussed increasing the price to account for the losses.
2. 2014 Vendors
 - a. Rutherford Supply, Bon Secours Sports Medicine, ACO/DJO, Medco, Physiotech
 - b. ACES Preparatory Workshop (Quiz Bowl)
 - c. Slack Incorporated (door prizes: textbooks)
3. 2015 Vendors
 - a. It's never too early to start seeking vendors; I would like to continue to establish relationships with this year's vendors and ensure they sponsor us in the future
 - b. This is an area of weakness for the meeting, and could vastly improve the

- financial burden of the meeting if more sponsors are recruited and maintained.
4. Future Meetings
 - a. Exploring options for venue changes, cost savings, altered formats (1 or 2 days meetings) throughout the state

CEPAT Report

My committee has been dormant this fall. I hope to see lots of activity happen during and after the VATA meeting. The goals I hope to achieve are listed below and these will be promoted during the general session meeting and the roundtable discussion meeting on Saturday.:

1. Develop and promote new areas for athletic training employment, and address working conditions and employment issues for athletic trainers in existing settings
2. Identify potential members of CEPAT committee
3. Design the CEP web-site with relevant content
4. Share information regarding Clinical Rotation sites (to educational programs and general membership)
5. Identify potential issues for employment in emerging settings (Hospital Credentialing issues)
6. Gather information on successful reimbursement on ATC codes

Secondary School Committee Report

Legislation impacting concussion management in Secondary Schools

- HB 36 (Kory)
 - Would require BOE to incorporate information related to the effects of concussion on academic performance to guidelines shared with local school divisions
- Current guidelines do require schools to give consideration to academic needs and gradual reintroduction of cognitive demands for students with a concussion

Virginia High School League

- Extensive SMAC website revision coming soon!
- Concussion/Collision in Football Sub-Committee

- In response to Senator Marsden's bill last general assembly session, committee convened to investigate concerns over amounts of contact, risk of concussion, etc in football and other sports
- Includes VHSL staff, Executive Committee member, SMAC members, school administrators, football coaches, USA Football representative, football official among others
- Surveying football coaches to examine current practices related to nature and duration of practice sessions, amounts of contact, etc
- Hoping to develop guidance/recommendations to promote best practices for member schools for the 2014 season
 - Potential to develop more specific requirements in the future
- Will begin examination of contact/concussion concerns in other sports later this spring