



**VATA  
Executive Council  
Conference Call Minutes**

Sunday, March 1, 2015  
8:00 pm –9:00 pm EST  
Jay Sedory, MEd, ATC, EMT-T, Presiding

**Welcome & Call to order 8:05pm**

**Roll Call - \*P = Present**

**Attendees**

Jay Sedory (President) \*P  
Beth Funkhouser (Secretary) \*P  
Ian Rogol (Treasurer)  
Amanda Caswell (Past President)  
Matt Gage (President Elect) \*P  
Rob Hammill (C & B) \*P

Daniel Carroll (Region 1) \*P  
Anna Sedory (Region 2) \*P  
Scott Powers (Region 3) \*P  
Mitch Callis (Region 4)  
Jorena Simpkins (Region 5) \*P  
Caitlyn Richbourg (Region 6)

**Guests**

Kim Pritchard (AMC)  
Dave Pawlowski (GAC) \*P  
Becky Bowers (Lobbyist) \*P  
Shari Norte (YPC) \*P  
Adam Smith (CUATC) \*P

**Approval of Agenda & Minutes**

Motion to approve agenda and minutes as presented  
Scott Powers; 2<sup>nd</sup> Dan Carroll  
Motion carried unopposed

**Announcements/ News- Jay Sedory, President**

- **NATA**
  - Report from Capitol Hill day
- **MAATA**
  - Newsletter information went forward to Kevin King for inclusion
- **VATA**
  - Move April conference call from first weekend to second Sunday.
    - Beth had conflict with 8:00, asked to consider later start time.

**Old Business**

- **Constitution & Bylaws**
  - No new business
  - Currently looking at some terminology changes and licensure issues
- **Work Group Sessions**
  - Jay's group was able to meet last week, once Matt and Amanda's groups meet we will move forward with those reports.
- **World Police & Fire Games**
  - Questions from EC
  - Reached out to our point of contacts, Jay summarized the conversation.
    - No recognition for a group volunteer currently, perhaps consider letter of support or logo on the website.
    - Sharing some templates with us, will pass on to Beth
      - Question about student involvement
        - Students are welcome as long as they are CPR/First-Aid certified.

- **Helmet Sensor or Concussion Task Force**
  - Amanda has accepted steering this committee
  - Referenced the article in NY Times about the NFL banning helmet sensors
    - Danny Carroll spoke to VHSL- they are supposed to be sending an official statement regarding that they don't endorse the use
    - Adam Smith will be surveying CUATs to get feedback from current usage and practice with sensors.
- **CUATC student aide statement**
  - Change in verbiage to student recognition of emergent situations
    - Adam Smith reported the questionable phrasing had been shortened to eliminate possible "emergent conditions" in the wording.
    - Reminded that our suggestion was to add "recognize and refer" to emphasize that the SSATA can't treat the condition, which was not made clear enough in the original wording.
    - Discussion ensued regarding reporting inappropriate actions by/usage of students
      - Board of AT involvement
    - Communicate the Law, and the "understanding the AT Law" document
      - Becky Bowers-Lanier- highlighted key sections and warned against over stepping if appropriate supervision is provided

## **New Business**

- **Annual Meeting After Action Report**
- Exceeded some costs, because of the extra attendance primarily to student symposium and fee included lunch while regular attendees paid for lunch
- Change of day format- Fairly certain we will go to 2 day versus 3 day
- Hotel-Kings Mill v Wyndham for 2016,
  - Waiting on final pricing from King's Mill for comparison
- Sponsorship is still an issue
  - Good set up this year, but where would we have put more vendors?
  - Welcome all types of vendors, don't all need physical space to sponsor
- Need to be better financial stewards- become a break even venue
  - EBP online could help make up the financial deficit
  - Need to better decide how to subsidize the student's portion
    - Increase cost of student attendance and member attendance
      - Concern for financial burden for ATs who don't get reimbursed for CEUs, travel, memberships, etc
      - We offer a lower cost CEU meeting than most states and offer a better program than many others. It is a quality program.
    - Suggestion of raising dues by \$25 for the annual to be included in membership

- Since the meeting only serves 10% of the membership traditionally, not interested in increasing the dues of all for that
      - Cost recommendations need to come from the AMPC
      - Better contain AV costs
        - Ended discussion in the interest of meeting time
- Add some more AMPC members
  - Division of membership or volunteers?
  - Should a representative from each committee be appointed to help with planning?
    - Matt suggests we let Kim think on this

### **New Committee Members**

- Appointment of Annemarie Francis to Annual Meeting Planning Committee
  - Credentials verified by Kim Pritchard and distributed to EC prior to meeting via email and by Scott Powers on the call
    - Motion to approve Annemarie Francis to the AMPC
      - Scott Powers, 2<sup>nd</sup> Matt Gage
      - No opposition to appointment voiced
- Appointment of new members to CEP?
  - No names were provided for the March agenda

### **CHKD Sponsorship request\***

- Serves many benefits- CEUs for members, Key education to physicians and HCP
- Treasurer is not on the call to verify that funding is available for this
  - Financial outlook is questionable.
- Jay suggests going to online format to vote on this later in the week when Ian can verify financial situation
  - Online discussion occurred on March 4. Ian Rogol verified that funding for this had been budgeted for.
  - Voting via email was in favor of funding \$500 for sponsorship of event: 7-0

### **Governmental Affairs**

- Becky distributed list of bills that we were watching and how they are doing in the General Assembly
- Corporal Punishment
- PTs and Direct Access
  - GAC will meet soon to discuss reimbursement issues
  - How will we educate our members?
    - Check with TN, IL, etc, states who are winning the reimbursement battle to follow their lead
  - ID experts in the field
    - Do we have any PT/AT who can assist with this?
      - Looking to ID those folks who are already billing

- Who is billing as an AT as opposed to a PT successfully?  
That's what we need to know.

**Region Rep Reports**

1. Danny Carroll- No news
2. Anna Sedory- No updates
3. Scott Powers- We're good over here
4. Mitch Callis- not on call
5. Jorena Simpkins- nothing to report
6. Caitlyn Richbourg- not on call

Jay requested AMPC members - please stay after the call for a question

**Adjournment**

Motion to adjourn

Scott Powers; 2<sup>nd</sup> Dan Carroll

All in favor

Meeting Adjourned 9:23 pm

**Meeting Activity Summary**

<b>Motions Passed</b>	<b>Appointments</b>	<b>Follow-Up Items</b>
<ul style="list-style-type: none"> <li>• Approved \$500 Sponsorship of CHKD CEU event</li> </ul>	<ul style="list-style-type: none"> <li>• Annemarie Francis to AMPC</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing AMPC membership</li> <li>• Members for CEP?</li> <li>• Helmet Sensor Feedback</li> </ul>

Respectfully Submitted,  
Beth Funkhouser, Secretary

\*Support Documents Follow

February 18, 2015

From: Kim Pritchard, PhD, ATC  
To: Executive Council  
Re: Annual Meeting After Action Report

### General

The goal of the 2015 Annual Meeting was to deliver high-quality continuing education, including evidence-based practice, to the VATA membership, while controlling overall meeting cost and reducing the budget deficit created by the Annual Meeting.

We are very pleased with the overall programming of the 2015 conference, offering 12 Category A CEUs and 2 EBP Category CEUs January 9-11. Overall meeting feedback (N=53 responses as of 2/18/15) was exceptionally positive, and verbal anecdotal feedback was reported similarly.

Highlights of the 2015 meeting from attendees include the new venue (Wyndham Hotel & Conference Center), availability of snacks and beverages throughout the weekend, variety of educational opportunities, polite and high quality vendors, and Brian Parker from the Taylor Hooton Foundation.

Drawbacks from the 2015 meeting from attendees include lack of folders/handouts available at registration, issues with room temperature control and capacity, lack of wifi connectivity in conference center.

\*Please see included handout "2015 VATA Annual Meeting Survey" for a breakdown of all responses to the post-conference survey.

### Financial

While we are proud of the programming offered, the cost of the meeting was not controlled as well we anticipated. A/V costs were well controlled this year, and were not a significant portion of the overall invoice. Three speakers were offered complimentary hotel rooms; the cost of these rooms was comped because we met the room/night agreement. The venue offered per person/per day pricing, which was estimated for an attendance of 275, for an estimated cost of \$24,000 + A/V = \$30,000. With record attendance of over 400 members, including students, the original price estimate was skewed, with record cost incurred of \$36,000. Changes were made to increase registration and vendor costs in an attempt to eliminate the budget deficit, student registration was kept at a minimum to encourage attendance, but the price points set are not sustainable in the long run.

The AMPC has had many discussions on many levels regarding the sustainability of the conference, and recommends the following for 2016:

- Altered 2-day meeting format

- Reduction in 1 day of cost, easier for attendees to stay for the duration, may struggle to incorporate 12+CEUs
- Consideration of new venue – narrowed to Wyndham Hotel & Conference Center or Kingsmill Resort (Williamsburg, VA)
  - Final decision pending; we are waiting for price estimate from Kingsmill Resort
- Registration price increase
  - Basic registration should at minimum cover total cost for each attendee
- Enhanced sponsorship search
  - With help from Matt Gage and EC
- Incorporation of additional EBP CEUs to attract members
  - Option of online home study course with incentives to speakers
- Search for additional AMPC members
  - Joe Hart stepped down from programming committee
  - Need for additional volunteers to assist Jatin Ambegaonkar with programming; suggest separate members for general sessions, learning labs, and research sessions (or breakdown differently: secondary school, college/university, CEP, education; regions 1-6).
  - With additional involvement, we should be able to take advantage of improved programming and sponsorship

### Evidence-Based Practice

The EBP session was very well received and a necessity for the conference. Over 200 attendees were present and were awarded continuing education for the event. Currently, a home study course on the same topic is in review with the BOC. Once approved, the course will be posted to the VATA website for paid views (\$40/person). It is our hope that revenue from this course will reduce the budget deficit significantly over the next 9 months. The course will be active on the website for 2 years following approval (estimated March 1, 2015).

### Student Symposium

The Student Affairs Committee did an excellent job planning and coordinating the Student Symposium and Quiz Bowl. The SAC report was included in the February 2015 conference call.

### Recommendations

- Re-evaluate venue cost and registration price. Continue to exhaust search for interested vendors.
- Organize moderator script and speaker bios prior to conference; provide each moderator with a pick-up packet of instructions
- Enforce hard deadline for speaker material submission; many speakers did not submit bios or slides ahead of time, which created confusion and stress on the AMPC

- Create separate speaker check-in table to allow speakers to pre-load materials (similar to ready room at NATA)
- Use committee members or volunteers as “room captains” to organize A/V equipment, introduce moderators and speakers to each other, troubleshoot as needed
- Eliminate paper sign-in sheets; use Google Docs/Forms to sign-in and confirm attendance for CEU purposes
  - Require attendees to submit BOC # during online registration to avoid delays and backups at check-in
- If we continue at the Wyndham, consider asking education programs to donate the use of computers/projectors/etc. to help reduce cost

<b>COMMITTEE/ GROUP/ REGION:</b>	Mitchell Callis, Dr. Joel Brenner, Children's Hospital of the King's Daughters	<b>Date:</b> February 25, 2015
<b>Title:</b> Sponsorship for the 9th Annual Pediatric and Adolescent Sports Medicine Update for Primary Care		
<b>ENCLOSURES:</b> None at this time		
<p><b>1. Background:</b> For the last three years, the VATA has supported this conference to: 1) Provide a discounted CEU opportunity for ATs in VA as they offer a significant discount to VATA members because we sponsor the event 2) Market the VATA through logo on all promotional materials and conference advertising 3) Support a system that employs ATs in VA as well as influential physicians in the state (Dr. Brenner and Dr. Northam- current Lieutenant Governor). We were approached by the CHKD for the last two years to provide funding for the conference that is held at the CHKD location in Va Beach area. At the 2014 conference there were over 200 participants with approximately 50% being ATs.</p>		
<p><b>2. Purpose:</b> Sponsorship of this event will: 1) Provide discounted CEUs for VATA Members 2) Market the VATA to a variety of health care professionals 3) Support physicians that have actively engaged in legislation regarding AT and related topics in VA.</p>		
<p><b>3. EXECUTION:</b></p> <p><b>A. METHOD:</b></p> <ul style="list-style-type: none"> <li>• Open discussion with EC about continued support and goals of event sponsorship for 2015</li> <li>• Dialog with the EC about continued sponsorship of this event in future years</li> </ul> <p><b>B. PROJECT DEVELOPMENT:</b></p> <p><b>PHASE I (Preparation Phase, March):</b> This proposal will be introduced via email. The VATA Public Relations Committee will be contacted to develop and provide an educational tri-fold display to be used during the conference as well as any handouts or other information they would like distributed.</p> <p><b>PHASE II (Execution Phase, April -June 19<sup>th</sup>):</b> If the EC agrees to sponsor the event, Dr. Joel Brenner will be contacted as to the intent of the VATA. PR committee will provide materials for display, arrangements will be made for transport and display.</p> <p><b>PHASE III (Review Phase August EC Conference Call):</b> If sponsorship is approved, final attendee numbers will be provided to the EC. At that time, a discussion about future sponsorship will be placed on the agenda.</p> <p><b>C. TASKS:</b></p>		
<b>Officers</b>	<ul style="list-style-type: none"> <li>- <u>President:</u> Publish on March agenda</li> <li>- <u>President elect:</u> None</li> <li>- <u>Secretary:</u> Advertise the event on the website and send out Constant Contact with registration information. Maintain records on project proposal and good docs.</li> <li>- <u>Treasurer:</u> Treasurer Ian Rogol will send \$500 to appropriate party as identified by Dr. Brenner &amp; reimburse PR traveler</li> </ul>	



<b>Region Representatives</b>	-Send information to constituents about discounted CEU opportunity -Region 4 rep: Contact Dr. Joel Brenner to inform about VATA intent. Follow up with post conference numbers.
<b>Public Relations Committee</b>	-Develop a tri-fold display board and materials for distribution to attendees. - Provide information to the PR committee as to information to provide for attendees.
<p align="center"><b>COORDINATING INSTRUCTIONS:</b></p> <p align="center"><b>TIMELINE:</b></p> <p><b>MARCH 14</b> : Discuss sponsorship opportunity during EC conference call.</p> <p><b>IMMEDIATE:</b> Contact Dr. Brenner with EC decision</p> <p><b>4 APRIL 14:</b> Contact VATA PR Chair about conference needs</p> <p><b>11 APRIL 14:</b> Send sponsorship check to organization</p> <p><b>9 JUNE 14:</b> Items for attendee distribution and trifold display sent to location</p> <p><b>18 JUNE 14:</b> Conference day! Pictures posted on Facebook and website</p> <p><b>August 14:</b> EC debriefing about conference and engage in discussion about future sponsorship</p>	
<p><b>4. FUNDING AND BUDGET</b> \$500 for 2015, Reimbursement to PR for travel</p>	
<p><b>5. PROJECT GROUP DETAILS:</b></p> <p>A. Project leader: Mitchell Callis cell 757-373-7427</p> <p>B. Project group: Mitch Callis, PR Chair</p>	