



Executive Council

Conference Call Minutes

Thursday, December 4, 2014

7:50 am –8:50 am EST

Jay Sedory, MEd, ATC, EMT-T, Presiding

Welcome & Roll Call

*P indicates attendance

Attendees

Jay Sedory (President) *P

Beth Funkhouser (Secretary) *P

Ian Rogol (Treasurer) *P

Amanda Caswell (Past President) *P

Vacant (President Elect)

Rob Hammill (C & B) *P

Guests

Becky Bowers (Liaison) *P

Daniel Carroll (Region 1) *P

Jason Doctor (Region 2) *P

Scott Powers (Region 3) *P

Mitch Callis (Region 4)

Jorena Simpkins (Region 5)

DC Cobler (Region 6)

Motion to approve November Meeting minutes and December Agenda:

- Jason Doctor Motion; Ian Rogol, 2nd
 - Vote Passes

News/Announcements- Jay Sedory, President

- NATA Announcements
 - PR Email
 - Free NATA CEUs, don't forget to take advantage of those
- MAATA Announcements
 - Secondary Schools Committee- Fund money to go back to state to help fund the Safe School Award. Money is more for PR materials for the school. There is no net gain to the NATA for this application fee. Looking at \$500.
 - Discussion- who should divvy the money? State Association Committee or District Association Committee
 - State and State Treasurer should have autonomy to spend the money- our choice on how that money is spent
 - Second agreement- at the state level we know our schools better than at the district level
 - Another support of state
 - Question about "cost to state" administrative, time, process

- Take it back to chair of state secondary schools committee for thoughts before sending recommendation back to district.
 - iLead-
 - No budget item in the MAATA currently
 - Led to the demise of the funding
 - Treasurer would determine what the grant options to help support students going to iLead.
 - Can't fully fund 2 senators to attend this year, but the state Presidents agree it should be a priority in the future.
- VATA Announcements
 - College Student Aid Statement- in its final edits. Adam Smith's group is continuing to work on it. It should be ready for the January meeting for a full discussion.
 - Letter of Appreciation- on nice letter head- not a formal award
 - Task- Beth, Mike, Amanda with getting some nice letterhead and certificates. Thank you notes, envelopes
 - Thanks for the comments on the VATA Leadership. Great feedback received.
 - Kudos to EC for voting on Honors and Awards. 100% participation
- Secretary- Beth Funkhouser
 - Website Message Board Follow up-
 - Launch at Annual Meeting- good time to introduce to the membership
 - Get more people involved in the website
 - Discussion- who should be able to post?
 - Postings- hot topic
 - Only short term jobs/volunteer opportunities
 - Minimize low paying jobs
 - New Name Tags are en route
 - Jay requested Updated Roster

Old Business

- Budget- Amanda Caswell, Past President & Ian Rogol, Treasurer
 - No edits received- We are moving forward with the justification document as is.
 - Need to get this information out sooner rather than later.
 - Get the document out in an eblast, website news
 - Region Reps please send this information to your regions and engage them in the discussion
 - One rep has already started the conversation with area ATs and has received some positive feedback.
- Constitution & Bylaws, Jay Sedory & Rob Hammill, Chair
 - Upcoming Elections Process
 - What happens if we don't fill a vacancy?
 - Currently, a provision exists to appoint someone in interim and vote again in a year
 - Considering a mid-year election. Prepare to discuss at next meeting.
- Nominations

- A lot of applications came in during the extension period
- Dan Carroll has verified all are eligible to be on the ballot for the upcoming election. Thanked for doing this on behalf of the EC.
- One candidate is running for 3 offices, how does this alter how we need to run the elections?
 - Run the election from the top down. Pres-Elect to Secretary to region reps
 - Could we stagger the elections to allow for vote counting?
 - Would that be an efficient use of time?
 - Rob, Jay, Amanda will discuss best way to handle elections at business meeting
- Length of Candidate statement document is a concern for Nominations.
 - Should we leave as is or edit/summarize?
 - Leave as is. Put it on the website with the nominations for members to read.
 - Leave as is, we don't want to change intent of applicant's message unintentionally through editing.
 - Whatever has been submitted should remain the same. May need to re-organize, but should not summarize.
- Has to be out to the membership by December 9th in an eblast and on the website for membership review (at least 30 days prior)
- Should we invite nominees to the EC meeting on Friday?
 - Give them a sense of what their position will entail and caught up on current issues.
 - Discussion:
 - Why not get them involved?
 - We conduct our business transparently anyway.
 - Why not open the EC meeting to the public?
 - All seem in support of this
- CEP chair Nominees
 - Information was sent out to EC by email to review for the meeting
 - Leaning towards Michele Heisel as Nominee for Chair
 - Fits the bill for the CEP chair the best of the applicants
 - Insurance/Billing system experience at collegiate level
 - Appointment confirmed by EC vote
 - Accept Michele as CEP Chair
 - Unanimous acceptance
- Annual Meeting
 - Announcements-
 - UVa PhD grad wants attendees to take a survey
 - If people want to take it ok, won't specifically endorse
 - Discussion:
 - Put the QR code or link into the registration materials maybe include on slides too.

- Would this open the floodgates for other surveys?
- Another case for the message boards
- Could we ask them that a condition would be to present findings at a session at the meeting in the future?
- Probably need to develop a policy on research studies and using our resources
 - We have nothing in place currently
- For this, let's support it and come up with a clear policy after the meeting.
 - Conclusion- VATA isn't endorsing or supporting, but we will disseminate the information if it is provided to us. Or post on the message board, website
- Further discussion may happen over email
- Programming-
 - Jay wants to move the time line up a little bit for the EC meeting.
 - Take committee reports
 - Move into workgroup situations
 - e.g. state only membership- get key parties, Beth, Ian Emily meet and discuss and then go back to the group.
 - Polo shirts with new logo- Fundraiser for the GAC
 - \$38 with embroidery, very high quality performance material
 - Selection of colors
 - Potentially sell them at a smaller cost at the meeting and then make them available at a higher cost to cover shipping costs.
 - Do we have the funds to do a short run of these?
 - For PR for the profession and organization, it would be a worthy investment to have logo gear.
 - Region Rep has ties to a gear supplier in Richmond who could set up an online store for year round use that could be linked to our website.
 - Could get samples on shorts, fleece, rain gear, bags, hats,
 - How would we make money? Would he cut us a check for our share?
 - Will find out for sure how the fund transfer works
 - For the upcoming annual meeting, do we want to try and have some on hand to sell?
 - In agreement with having something the leadership could wear around to promote and having something in hand for January
 - Get 20 or 30 extras to sell at the meeting and if they don't sell we have some extra gifts.

- Please get women's and men's cuts
 - Jay announced he's already on it- "hot topic with my wife 😊"
- Receptions
 - Small reception on Friday for the EC
 - In the past, we've taken the keynote speakers out to dinner
 - Like to do something smaller and more relaxed
 - Discussion:
 - Should this be on Saturday night after the election of new officers/representative?
 - Last thing on the agenda for Saturday is the Quiz Bowl
 - Another in support of Saturday shift
 - Ian would need a head count- to get a price per person. We could spend \$25 pp and keep it at a net zero if we cancel the Friday night dinner. Spending around \$800
 - Suggestion to keep the reception on Friday night and invite candidates to network
 - Support the idea altogether for informal fellowship and exchange of ideas and engage the incoming
 - Looking to downsize the event- Don't want to look like we are spending money on ourselves

Region Representative Reports

1. Danny Carrol- No news from Region 1. Has a follow up question for Scott Powers regarding kinesiotape for the Student Session?
 - Reached out to Collins and some other suppliers to see if they would take a reduction in vendor fees or exchange of goods.
 - Budget request? Bulk rolls would be around \$200-250.
 - Any objection to funding \$200 for the student kinesio workshop?
 - None voiced
 - Danny will work with Ian to put forth the request.
2. Jason Doctor- No report from Region 2.
3. Scott Powers. Region 3 is good. Has an update on Vendors: Requesting a follow-up if you have sent a vendor contact.
 - School Health said they were coming, BonSecours says yes.
 - ACO and SKI are only commitments to date. Need some help getting more.
 - Jason knows of a shoe store that does a lot with CJW. Good marketing for them.
 - Drive potential vendors to the website.
 - ACO/DJO and Kowalski are the only 2 who have sent Ian forms and logos
 - Need to edit logos

- When do we make that line of dropping last years and adding this year's vendors?
 - Dates of promotion need to be hammered out
 - Promotion also varies by level
- 4. No Report
- 5. No Report
- 6. No Report

Closing Remarks

- Kudos to Beth and Kim for what they are doing. Setting the bar high for the rest.
- See everyone in January. Stay in touch by email. Very busy time for us ahead and many things will be coming up.

Adjournment

- Motion to Adjourn, Dan Carroll; Scott Powers, 2nd
 - Motion passes unanimously

Meeting Adjourned at 9:10am.

Respectfully Submitted,
Beth Funkhouser, Secretary