



**VATA**  
**Executive Council**  
**Conference Call Minutes**  
Thursday, August 7, 2014  
8:00 am EST  
Jay Sedory, MEd, ATC, EMT-T, Presiding

**Welcome & Call to Order**

**Roll Call** (\*p= present)

**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)

Daniel Carroll (Region 1)  
Jason Doctor (Region 2)\*p  
Scott Powers (Region 3)\*p  
Mitch Callis (Region 4)\*p  
  
Jorena Simpkins (Region 5)  
DC Cobler (Region 6)\*p

**Guests**

Becky Bowers-Lanier

- Jay would like to entertain a motion to change agenda, add support documents and include a closed session discussion in new business
  - Motion: Scott Powers
  - Second: Mitch Callis
  - All Agreed
  
- Approval of modified Agenda & July Minutes
  - Motion: DC Cobler
  - Second: Scott Powers
  - Unanimously approved
  
- **Announcements/ News**
  - NATA Awards open-
  - NPI number competition- support documents
    - Discussion
    - DC 52 NPI, D3 doing well,
    - Good initiative on the NATA's part
    - Jay- challenges membership and PR to do an NPI drive at the annual meeting or at another time
    - Add to annual meeting planning and have a clear plan in place
    - Suggest- discount with NPI (off registration or off lunch)
    - (No way to verify number easily- any 9-digit number could be put in)
  - CMS issue- is not just an AT issue, workgroup has been formed and we are awaiting instructions.
  
- Is BOC Audit complete- Ian believes it is complete on his end.
  - How often does that happen, yearly? Yes
  
- ATEC will not conflict with VATA
  
- MAATA-
  - Awards are open. Jay will send out the list of eligible honors.

- Beth will develop an eblast with awards on it
- GAC grant
- Website updates
  - Committee chairs. How can we get information from chairs
  - Can we find a YP who would be really interested to find information for the website?
  - Can what we post on social media be incorporated?
  - Is this a PR committee responsibility? Or is it a gray area?
  - Gray area- we thought that high schools/college chairs would have information and it would be natural transition
  - Reach out more personally to the committees to get information to Beth and/or Mike to get content posted.
  - Approach them again- Ian will speak with Sara Whitesides this afternoon and she and Abbie can get together. MWU is the region 1 rep for CUATC- and maybe we can use those resources better.

### **Old Business-**

- Budget 2014 & 2015
  - Formal proposal to increase dues by \$20. Believe we have a good justification for this. A vote occurred in the 2007 business meeting to increase the dues, which passed, but at the time there was no mechanism to increase the dues through the NATA. With GAC and increased PR presence, we have more financial need. \$20 increase will up our income by \$24,000
    - Scott shared that District 5 puts a surcharge on their membership fee to run their meeting for free
    - No one objected to dues increase at the roundtable during RMH meeting
  - Ian- it costs between \$28,000-\$31,000 to run the meeting in its current format.
    - "What if we increased the dues by more, say \$30 and then offer the meeting for free?"
    - Amanda- we would like to give regional town hall CEU opportunities for free. Dues increase could potentially provide those opportunities. The annual meeting is what it is. But we are looking to change to see what the best opportunities for the state are.
  - State only membership. Ian is working with Beth and Emily on this. So additional source of income there
  - Jay- how are institutions able to pay for CEUs, lines of accounting could be affected by putting meeting into the dues
- Logo Review
  - Has the check been cut from treasurer for that?
    - Yes
- Constitution & By Laws
  - Eblast going out soon
  - Next hurdle on the C&Bylaws is State membership and dues increase.
    - Online vote question- how long should we leave the online vote up?
      - Shorter time with constant daily reminders to promote voting. Maybe 7 days
- Survey for ATPs- Dan Carroll- has football practice and cannot attend today
  - Tabled for future meeting
- Sponsorship- Scott Powers
  - Sentara-RMH meeting

- Free 10 CEU event. Enrollment was about 60. Several AT presenters and dual credentialed attendees.
  - Roundtable included 2 chairs and 2 EC reps. 9 colleges represented. Fairfax to Christiansburg.
  - Went well- will be July 24-25, 2015 next year. Already committed to this
- Requesting that the VATA provide \$500 for RMH foundation which provides the grant to fund the event as a show of support from the VATA
- What dollar amount would we propose to contribute?
  - What funds do we have available?
    - We provided CHKD \$500, would like to be consistent with sponsorships
    - With dues increase, we may need to examine our policy for sponsorships.
  - Hope to grow the meeting in the future.
- Motion to sponsor Sentara meeting at \$500 level consistent with CHKD
  - Motion Scott Powers
  - Second: DC Cobler
    - Discussion-none
    - Motion unanimously carries
- CHKD After action- Mike's report (attached)
  - Does it need any further explanation? Comments were positive. Shows support.

#### **New Business**

- Enter Closed Session- Guests depart the call.
- EC See Closed Session Minutes
- <http://www.vata.us/page/show/1370084-executive-council-resources>
- End Closed Session

#### **Region Reports**

- Region 6: DC- No news
- Region 5: Jorena- (via email) secondary schools focus and concerns for those in that setting
- Region 4: Mitch- Dates for CHKD 2015 June 18<sup>th</sup>. Please contact me regarding closed session business.
- Region 3: Scott- RMH conference dates July 24-25, 2015.
- Region 2: Jason- no update
- Region 1: Dan- Unable to attend.

Question regarding documenting closed session

#### **Adjournment**

Motion: Ian Rogol

Second: Beth Funkhouser

Motion carried unanimously

Meeting adjourned 9:03 am

Respectfully Submitted,  
Beth Funkhouser, Secretary

Support Documents Follow

From: Mike Shetley MS, ATC, CSCS

To: Executive Council

RE: Public Relations Table at the Children's Hospital of the King's Daughters in Norfolk, VA.

What was to occur:

On June 19, 2014 a VATA representative (Michael Shetley) was to set up a Public Relations Table at the 8<sup>th</sup> Annual Pediatric and Adolescent Sports Medicine Update for Primary Care at the Children's Hospital of the King's Daughters in Norfolk, VA. The presence at the event was to educate the Athletic Trainers and other allied healthcare attendees of the VATA. A \$500 donation had been given in the past to the organization while no representation was present. This year the \$500 also covered the VATA table and representative to be present.

What occurred:

On June 19, 2014 a VATA representative (Michael Shetley) set up a Public Relations Table at the 8<sup>th</sup> Annual Pediatric and Adolescent Sports Medicine Update for Primary Care at the Children's Hospital of the King's Daughters in Norfolk, VA. The event was a single all day event. During breakout sessions the attendees would have opportunity to observe the tables and discuss with me about the VATA.

Pros:

- A different population (Doctors, Nurses, and other allied health members) was reached and educated about the VATA
- Two VATA hall of fame members (one also in a member of the NATA hall of fame) stated their pride in having representation there and offered future support of public relation activities
- No new cost accrued this time. We simply utilized more of what was offered in our donation to the cause. (recommendation bellow)
- The event gave a goal and purpose to updating the information on our trifold displays (last updated appears to be 2008)

Recommendations:

- Continue with the event
- Have some new promotional items with the new VATA logo on them
- Develop a cd/dvd of information that includes NATA, MAATA, and VATA important documents
- plan for reimbursement of mileage, parking, and lodging for future event(s)