

February 2015  
Volume 19, Issue 1

# SEATA Newsletter

NEWS FROM DISTRICT DIRECTOR,  
MARYBETH HORODYSKI

Greetings to all SEATA Members:

Each time I write a letter to the membership I reflect on the honor to serve the members of SEATA and the NATA. Please know that if you have a question, suggestion, or comment, I will do my best to provide or get assistance to provide an answer to your communication.

Our SEATA Members have been very busy in the last several months leading committees at the NATA level and helping prepare for the SEATA ATSS and CSMM. Each newsletter I mention that the members of the SEATA Executive



*Continued on Page 8*

## NEWS FROM SEATA PRESIDENT, JIM MACKIE

Wow!!! What fantastic 30th Athletic Training Student Symposium this past February 5th - 7th in Atlanta Ga. with over 900 students and faculty in attendance. Twenty one states were represented as well. Thank you to Co-chairs R.T. Floyd, Pattie Tripp and Karen Lew who organized a great educational and learning experience. We greatly appreciate the support of Rich Frazee with our sponsors as well as registration and overall problem solvers, Tim McLane & Donna Wesley. District Director, MaryBeth Horodyski continues to represent your interests and well being on a national level in an outstanding manner.



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### SPECIAL POINTS OF INTEREST

- Highlights of the 30th Annual SEATA Athletic Training Student Symposium
- Arnold Tooson Bell Graduate Scholarship
- SEATA Leadership Directory
- Membership Update
- Strategic Plan Update

# Annual Meeting

## SEATA Celebrates 40th CSMM



SEATA is preparing to celebrate the 40th Annual Clinical Symposium & Members' Meeting in Atlanta, GA on March 13-15, 2015. [Basic Registration](#) for this year's meeting includes 6.5 Evidence Based Practice hours of continuing education and an additional 8.4 Category A hours at a member cost of \$105. The additional [EBP Workshop](#) scheduled for Sunday, is already filled, but there is a [Wait List](#) if you are interested.

The meeting is being held at the [Crowne Plaza Ravinia](#) and reservations for our reduced room rate of \$129 per night plus tax must be made by **February 24**; our event registration code is "ESM".

The Southeast Athletic Trainers' Association is recognized by the Board of Certification, Inc. to offer continuing education to Certified Athletic Trainers. This program has been approved for a maximum of 18.9 hours of Category A continuing education. SEATA, approved provider # P207 is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. This program has been approved for a maximum of 10.5 hours of EBP Category continuing education. Certified Athletic Trainers are responsible for claiming only those hours actually spent participating in the continuing education activity.



*For the Tentative Agenda, please see pages 3-4.*



**All payments must be received by midnight (CST) February 15, 2015, to avoid being suspended.**

**RENEW NOW**

## **Tentative Agenda**

### **Thursday, March 12, 2015**

| <b>Time</b>       | <b>Event</b>   | <b>Presenter</b>   |
|-------------------|--|--|
| 12:30 – 6:00 P.M. | <a href="#">SEATA Executive Board Meeting</a>                  | SEATA Executive Board  |
| 3:30 – 5:30 P.M.  | <a href="#">SEATA Research and Education Committee Meeting</a> | Brady Tripp, PhD, ATC, LAT<br>Shelley Linens, PhD, ATC<br>Aaron Sciascia, MS, LAT, ATC |
| 4:00 – 6:00 P.M.  | Corporate Partner's Set-up (Exhibitors)                        | Rich Frazee, MS, ATC, LAT  |

### **Friday, March 13, 2015**

| <b>Time</b>             | <b>Event</b>  | <b>Presenter</b>   |
|-------------------------|---|--|
| 7:00 A.M. – 4:00 P.M.   | Packet Pick-Up and On-Site Registration   | Donna Wesley, MS, ATC<br>Tim McLane, MBA, ATC, LAT   |
| 7:00 A.M. – 5:30 P.M.   | Speaker Ready Room  |  |
| 8:00 A.M. – 5:30 P.M.   | Exhibits Open   | Rich Frazee, MS, ATC   |
| 8:45 – 9:00 A.M.        | Welcome   | MaryBeth Horodyski, EdD, ATC, LAT, FNATA<br>Jim Mackie, MEd, ATC, LAT  |
| 9:00 – 10:15 A.M.       | <b>EBP - Nuts and Bolts: Creating an Outcomes Collection in Clinical Practice</b>                       | Jennifer Howard, PhD, ATC<br>Aaron Sciascia, MS, ATC, PES  |
| 10:15 – 11:15 A.M.      | TBA   | TBA  |
| 10:15 – 11:15 A.M.      | <b>Mini-Course:</b> Reduction of Risk for Chronic Dysfunction and Progressive Degeneration of the Ankle | Gary Wilkerson, EdD, ATC, FNATA  |
| 11:15 A.M. – 12:15 P.M. | <b>EBP - Unlocking the Quadriceps after Knee Surgery: An Evidence-Based Approach to Treatment</b>       | Carl Mattacola, PhD, ATC<br>Conrad Gabler, MS, ATC   |
| 12:15 – 1:30 P.M.       | <b>Lunch – Visit Exhibitors</b>   | On Your Own  |
| 1:30 – 2:10 P.M.        | Evaluation and Treatment of Vestibular Dysfunctions for the Athletic Trainer                            | Jill Manners, MS, ATC, PT, COMT  |
| 1:30 – 2:10 P.M.        | <b>Mini-Course:</b> Diagnostic Musculoskeletal Ultrasound: Clinical and Pedagogical Perspectives        | Kristan Yates, EdD, ATC, EMT<br>Eric Frederick, MS, ATC  |
| 2:10 – 2:50 P.M.        | Ocular Issues and Concussion  | Victoria Graham, MS, ATC   |
| 2:10 – 2:50 P.M.        | Evaluation and Treatment of Vestibular Dysfunctions for the Athletic Trainer                            | Jill Manners, MS, ATC, PT, COMT  |
| 2:50 – 3:30 P.M.        | Advancing the Sideline Evaluation of Concussion   | Scott Burkhart, PsyD   |
| 2:50 – 3:30 P.M.        | <b>Mini-Course:</b> Maxillofacial Trauma  | James Parelli, DMD, MD, MS.Ed  |
| 3:30 – 4:10 P.M.        | Medical “Time-Out” and Concussions  | James Kyle, MD<br>Joan Reed, MAT, ATC, CSCS  |
| 3:30 – 4:10 P.M.        | <b>Mini-Course:</b> Evaluation & Treatment of the Upper Cervical Spine                                  | James Scifers, DScPT, SCS, ATC<br>Jill Manners, MS, ATC, PT, COMT  |
| 4:15 – 4:30 P.M.        | <b>Break – Visit Exhibitors</b>   |  |
| 4:30 – 5:00 P.M.        | NATA Foundation Pronouncements Committee  | Steven M. Zinder, PhD, ATC   |
| 5:00 – 6:30 P.M.        | <b>EBP Evaluation and Management of Ankle Instability: Practice, Evidence, and Recommendations</b>      | Ryan McCann, MEd, ATC, CSCS<br>Kyle Kosik, MEd, ATC<br>Masafumi Terada, PhD, ATC<br>Phillip Gribble, PhD, ATC, FNATA |
| 6:30 P.M.               | <b>NATA - Foundation Fundraiser</b>   |  |

| Saturday, March 14, 2013 |  |  |
|--------------------------|--|--|
| Time                     | Event  | Presenter  |
| 7:00 A.M. – 5:30 P.M.    | Speaker Ready Room   |  |
| 7:00 A.M. – 3:00 P.M.    | Registration/Package Pick-up   | Donna Wesley, MS, ATC<br>Tim McLane, MBA, ATC, LAT |
| 7:00 A.M. – 8:30 A.M.    | Continental Breakfast  |  |
| 7:45 – 8:00 A.M.         | Posters Set Up   |  |
| 8:00 – 9:45 A.M.         | <b>EBP Evidence-based Evaluation and Rehabilitation for Athletes with SLAP Lesions</b> | Brady Tripp, PhD, ATC<br>Tim Uhl, PhD, ATC, PT     |
| 9:45 – 10:00 A.M.        | <b>Break</b>   |  |
| 10:00 – 10:45 A.M.       | First Time Shoulder Dislocations: Rehab vs Operative Management                        | Jason Zaremski, MD, CAQSM                          |
| 10:00 – 10:45 A.M.       | Third Party Billing in the College Athletic Training Room                              | Paul Higgs, MEd, ATC, CSCS                         |
| 10:45 – 11:30 P.M.       | Art of Athletic Training   | Kent Falb, ATC                                     |
| 11:30 A.M. – 12:00 P.M.  | <b>SEATA Members Forum</b>   |  |
| 12:00 – 1:45 P.M.        | <b>Tim Kerin SEATA Awards &amp; Hall of Fame Luncheon</b>                              |  |
| 1:45 – 2:00 P.M.         | Poster Presentations   |  |
| 2:00 – 2:45 P.M.         | The Georgia Study: The Risk of Exertional Heat Illness in High School Football Players | Bud Cooper, EdD, ATC                               |
| 2:00 – 2:45 P.M.         | Interprofessional Practice Implications and Opportunities for Educators                | Melissa Snyder, PhD, ATC, CSCS                     |
| 2:45 – 3:30 P.M.         | Exertional Heat Illness  | Seth Smith, MD, CAQ, PharmD                        |
| 2:45 – 3:30 P.M.         | The Integration of Athletic Trainers into the Special Operations Environment           | Shane Reilly, MEd, ATC, CSCS                       |
| 3:30 – 4:15 P.M.         | TBD (Gatorade Speaker)   | Jen Ketterly MS, RD, CCSD, LD                      |
| 4:15 – 4:30 P.M.         | <b>Break</b>   |  |
| 4:15 – 5:30 P.M.         | <b>EBP Wound Care for Acute Injuries: Evidence versus Current Clinical Practice</b>    | Eric Fuchs, DA, ATC, EMT-B                         |
| 5:30 – 6:30 P.M.         | SEATA Research Grant Award Winner & Oral Reports                                       |  |

| Sunday, March 15, 2015 |   |  |
|------------------------|---|--|
| Time                   | Event   | Presenter  |
| 7:00 – 9:45 A.M.       | Speaker Ready Room  |  |
| 7:45 – 9:00 A.M.       | Late Registration/Package Pick-up   | Donna Wesley, MS, ATC<br>Tim McLane, MBA, ATC, LAT |
| 7:30 – 10:00 A.M.      | Members Coffee  |  |
| 7:45 – 8:45 A.M.       | Roundtable with District Director   | MaryBeth Horodyski, EdD, ATC, LAT, FNATA           |
| 9:00 A.M. – 1:00 P.M.  | <b>EBP Workshop Evidence-Based Evaluation and Treatment of the Sacroiliac Joint</b> | James Scifers, DScPT, SCS, ATC                     |





## SEATA Athletic Training Student Symposium



TOP  
LEFT

30th Annual SEATA Athletic Training Student Symposium held at Crowne Plaza Ravinia in Atlanta, GA.

TOP  
RIGHT

District IX Director, MaryBeth Horodyski and SEATA President Jim Mackie with our scholarship winners, Ariel Allman and Christin Crader.



BOTTOM  
LEFT

District IX Director, MaryBeth Horodyski and SEATA President Jim Mackie with the Clinical Case Study Presenters.



BOTTOM  
RIGHT

SEATA Student Senators and District IX Rep to the National Athletic Trainer Student Committee.



**ATLANTA  
COMMUNITY  
FOOD  
BANK**

## 4<sup>TH</sup> ANNUAL FOOD DRIVE

Proceeds for our food drive went to the Atlanta Community Food Bank. Our food drive donations weighed in at **1,261 pounds**. Our donations alone are able to provide meals for **1,050 children, seniors, struggling families!** WAY TO GO SEATA!

We would also like to congratulate **Middle Tennessee State University** for donating the most cans! (Pictured on the right)





# #ATSARE

First Place- Florida Gulf Coast



Second Place- Troy University







+

"I like the interaction with students and professionals. Being hands on after learning a topic seems more beneficial for me."

+

"The lecture on core stability was insightful. This is new for me as a pre-athletic training student. I am learning a lot!"

+

"I loved getting a chance to practice my application of KT tape with faculty around."

"This is a good experience to introduce students to things they've seen on TV."

"I see KT tape as a tremendous benefit for athletes."

+

"There are definitely different variations of taping techniques that can serve the same purpose. I've seen a lot throughout my clinical rotations, but some of the techniques being shown today are new to me."

## Testimonials from Student Attendees



Board should be commended for the work they have been completing. I am sincere with this statement because they are the cornerstone that keeps SEATA moving forward. I would also like to mention another person who serves to guide the SEATA Board to ensure proper policy is followed. Many of you know Chuck Kimmel, our former NATA President. Chuck could have completed his term as the NATA President and gone back into what I refer to as professional retirement (just working, but not remaining active in our professional organizations). Chuck certainly did not go into professional retirement. Chuck serves as the Parliamentarian for the SEATA Board. He also chairs the Honors and Awards Committee for the NATA. Chuck, I would like to thank you for being a great example for all ATs.

Just last weekend I was in Atlanta for the 30<sup>th</sup> SEATA Athletic Training Student Symposium. Wow, is the first thought that may come to one's mind. Over 900 students and 70 faculty members gathered to learn and promote our great profession. Several people that worked to make this meeting a huge success include Dr. Patricia Tripp, Karen Lew, Dr. R.T. Floyd, Donna Wesley, Tim McLane and I am sure a host of others. Dr. Erik Fuchs and his committee ran another great Quiz Bowl. Congratulations to Florida International University for taking top honors for the second year in a row. The FIU team will represent SEATA at the NATA/NATA Foundation Quiz Bowl this summer in St. Louis.

I am really looking forward to our [SEATA Clinical Symposium and Members' Meeting](#) (March 13-15, 2015). This is our 40<sup>th</sup> anniversary. Special activities are being planned to celebrate. Additionally, an excellent educational program has been developed and includes several opportunities for EBP credits. Have you met the NATA CEO, David Saddler? If not, plan to meet David at our SEATA CSMM. He will be in attendance and is always excited to interact with our members. If you have not registered – what are you waiting for? Please go to the [SEATA website](#) for information on meeting and hotel registration. Rooms at the [Crowne Plaza Ravinia](#) must be reserved on or before Tuesday, February 24, 2015 to ensure the special group flat room rate of \$129.00 by calling (770) 395-7700 or Fax 770-392-9503. Use the group code "ESM.". Parking is complimentary.

News about activities occurring in our profession:

The [NATA announced the introduction of the Supporting Athletes, Families and Educators to Protect the Lives of Athletic Youth \(SAFE PLAY\) Act](#) in the Senate and House on Feb. 10, 2015. Introduced in the U.S. Senate by Sen. Robert Menendez (D-NJ) and in the U.S. House by Rep. Lois Capps (CA-24) and Rep. Bill Pascrell (NJ-09), SAFE PLAY also recommends a multidisciplinary approach to research and federal support to ensure student athletes' safety in schools.

NATA Capitol Hill day is fast approaching. I am hopeful that SEATA will be well represented on February 22, 2015.

The NFL and NATA secondary school initiative is moving forward with great success. Several additional NFL teams are working on joining the program which means more secondary schools will be included in the program next year.

Keep up-to-date with NATA news by visiting the NATA website frequently. Also, you may want to check out the [NATA Blog](#).

If you have not noticed – SEATA has a new logo.

I continue to encourage all SEATA members to make sure they have completed several items. Have you obtained a NPI number? Getting a NPI number is free and can be completed easily online. Please make sure you notify the [NATA](#) national office and the [BOC](#) if you move and change your address or email address. I encourage you to review the information contained in SEATA Board meeting minutes located on the SEATA website. Please accept my sincere appreciation and thanks to all SEATA who have served on state, district or national committees this year.

Again, thank you for allowing me the opportunity to serve you,



MaryBeth Horodyski, EdD, LAT, ATC, FNATA  
Vice-President and District IX Director National Athletic Trainers' Association





# ALABAMA NEWS

## UNA Honors Longtime AT

The University of North Alabama Board of Trustees has approved the naming of the University's athletic training facility to the Johnny O. Long Athletic Training Facility in recognition of his longtime service and support of the University.

Long served as the head athletic trainer for UNA from 1971-88. Long is a native of Moulton, AL and graduated from UNA in 1972 with a B.S. degree in physical education, and he also received a Master's degree from UNA in 1974. In addition to his daily work with Lion athletes, he served on the staff of the Blue-Gray Classic for a decade. Long was promoted to the position of Assistant to the Athletic Director at UNA from 1988-89 and continued to serve as faculty in the Health, Physical Education and Recreation department for several years after leaving the athletic training room.



Johnny Long was inducted into the UNA Athletic Hall of Fame in 1999, and at the time, former UNA Athletic Director Bill Jones said, "Johnny doesn't have a won-loss record at UNA, but he has been at all the peaks and valleys of the program. He's seen it all and he's been a driving force for the athletic program here. He performed the type of duties that often go overlooked, but he is the man that kept our student-athletes ready to play. He was part of the glue that helped hold our athletic department together for a long time."



### [ALATA Special Election for Treasurer](#)

Voting Opens: Feb. 17, 2015

Voting Ends: March 20, 2015 at 11 PM Central

[Applications for SEATA Student Senate](#) are being  
*accepted until April 1, 2015*

# ALABAMA NEWS



## Athletic Trainers Work on a Movie Set

by Wes Richardson of North Alabama Bone & Joint Clinic

In late fall 2014, I enjoyed the unique opportunity of working as an athletic trainer on the set of a movie being filmed in and around Birmingham, AL. "Woodlawn: Dare to Believe" is scheduled for release in fall 2015, & is based on the true story of a high school football team and community in early 1970's Birmingham facing racial conflicts during the latter days of desegregation that saw spiritual renewal and change resulting in the largest attended high school football game in Alabama state history and the rise of a great African American football superstar, Tony Nathan. The head coach of that team, Tandy Gerelds, was my head football coach at Deshler High School in Tuscumbia, AL in the late 1980's, and was also my high school Sunday School teacher at church, so when

I found out about the movie and that he was one of the main characters, I knew I wanted to be involved, if possible. Thankfully, with the encouragement and blessing of my family, my supervisors at the orthopedic clinic where I work, and the coaches of some of the high school teams that I provide athletic training services for, I was able to make it happen. Not only was the experience great, but the extra money I earned while doing it made it especially worthwhile, despite the long hours of filming and driving back and forth to Birmingham from two hours away in northwest Alabama.



Wes Richardson, LAT, ATC and  
Kendra Menghini, LAT, ATC with Jon  
Voight as Coach Paul Bryant

After reading about the movie on Facebook, I was directed to a company from California that had been contracted by the producers to stage the football scenes in the movie, making them realistic looking, but also safe. This company, Game Changing Films, has worked on dozens of other sports themed films ("We are Marshall", "The Longest Yard", "The Dark Knight Rises", "Miracle" and others) over the last several years, and has experience in utilizing athletic trainers as part of their crew. After some emails and phone calls, I was hired, and they paired me with Kendra Menghini, LAT, ATC, a bright, young athletic trainer who had recently moved to Birmingham and was still in the process of finding an athletic training position. Kendra was made aware of the movie by some friends who work for the producers.

*Continued...*



Together we worked with the other members of the Game Changing football crew, including administrative personnel, equipment managers, coaches, and former high school and collegiate football players, as well as actors, to help provide a safe working environment during filming, as well as identify and care for any injuries that occurred, much like what many of us do every day as AT's, only in more of an industrial or workman's comp type of setting.

The first two weeks were a "training camp", where the football players for the movie practiced running the plays that would be filmed in the movie. Kendra and I did pre-practice taping and treatments, then took the players through dynamic warm-ups, and consulted with the coaches and administrative staff on ways to help minimize risk of injury while still maintaining realistic looking plays. Hydration of the players and crew while monitoring for any injuries was our main focus during the actual practices. Afterwards, we would assist with post practice cleanup while providing any necessary injury evals and treatments. A daily injury report along with regular verbal communication with the coaches and administrative staff about the status of any injured players were also extremely important.

After "training camp", filming began, and usually took place overnight, because most of the football scenes being filmed were of the nighttime football games. Our duties were pretty much the same, but we quickly found out that the shooting schedules were very strict, and Kendra and I were often rushing to get the players and actors taped and on the field. During filming, we also had to be aware of the cameras and microphones, so that we didn't accidentally get in any of the scenes. Another challenge we faced was making sure that any tape or braces that we used on the players and actors had to be period specific for the movie, meaning nothing that wouldn't have been around in the early to mid 1970's.

Most of the filming days for me involved briefly going by the regular high schools that I cover in my full time job in the early afternoon, then driving two hours south to Birmingham where I would arrive on location around 4:30 or 5 PM, and work until we were finished with filming anywhere from midnight to 4 AM the next day. Around midnight each night, we would have a "lunch" break, which was where all cast and crew were treated to a sit-down catered buffet meal, which we often had to consume quickly. After filming each morning, I would then drive two hours back home, sleep a few hours, and get up and do it all again. This schedule continued for me over the next few weeks, Monday through Saturday, until they finished filming the game scenes. Kendra continued working until almost Christmas, while other non-football scenes were filmed. Another athletic trainer, Darryl Sheets, LAT, ATC from Hueytown, AL, filled in for me a couple of Friday nights while I covered my regular high schools as they played in the state football playoffs, and we also took a break from filming the week of Thanksgiving.



Wes pictured with actors Nic Bishop as Coach Tandy Gerelds and Kevin Sizemore as Coach Jerry Stearns

One unusual thing that I encountered during filming was hypothermia, which is somewhat rare for us AT's here in the Deep South. We had a few episodes of it due to the extremely cold temperatures and long hours during filming, and there were a few nights where "rain machines" were brought in to film game scenes in the rain. Even though precautions were taken (portable heaters, warming tents, use of wet suits, changes of dry clothes and uniforms, etc.), we had a few cases that needed special attention. Thankfully, a set medic was there to assist us in their care and transport. No other serious injuries occurred during filming except for a few concussions and sprains and strains.

Everyone on set was excellent in doing their jobs, and it was intriguing to see all the behind-the-scenes action and everyone working together to help make a great movie that tells an amazing story. Lighting, sound, photography, makeup, hair, production, wardrobe, catering, transportation, extras, and casting were just some of the many crews involved in the making of this movie. The football players were fun to work with, and overall, were very motivated to do what they were asked to do. My wife and two oldest children even got in on the action by being extras in some of the scenes. Some of the more notable actors we got to meet and work with on set were Sean Astin ("Lord of the Rings", "Rudy"), Nic Bishop ("Covert Affairs"), and Academy Award winner Jon Voight ("Midnight Cowboy", "National Treasure"), who played Coach Paul "Bear" Bryant in the movie. It was definitely a memorable and unique experience for me, but I think I'll stick to my day job!



Wes Richardson, MAEd., LAT, ATC, NREMT  
Head Athletic Trainer / Industrial Rehab Coordinator  
North Alabama Bone & Joint Clinic  
Florence, AL



**66<sup>TH</sup> CLINICAL SYMPOSIA & AT EXPO**  
JUNE 23-26 › ST. LOUIS, MISSOURI

**Attendee Housing is Now Open**

**Attendee Registration**

**Opens 3/2/15**



The SEATA Student Senate chaired by Tanner Hills provided a strong presence throughout by introducing speakers, organizing a food drive for the Atlanta Community Food Bank and a #AT's ARE contest as well as numerous other support throughout. The food drive won for the second year by Middle Tennessee collected 1,261 pounds of food which will benefit over 1,050 children, seniors & families. The #ATs' ARE contest which posted comments & pictures on social media promoting athletic training was won by Florida Gulf Coast University with a second place finish by Troy University. Thank you to Sports health for providing a \$50.00 gift card and Medico Sports providing 10 sets of fanny packs and scissors. Kelley Henderson is passing the Faculty Advisor to a new member and we greatly appreciate her service. The Young Professional Committee led by Ashley Morgan had a visible presence as well as this will be for those graduating the next phase of their career.

We also had an exciting Quiz Bowl won by the students of FIU or Florida International University. They will receive a \$500.00 check from SEATA and an opportunity to represent District 9 at the National Quiz Bowl in St. Louis in June. Thank you to Quiz Bowl Chair Eric Fuchs and his committee.

We look forward to our 40th Annual Clinical Symposium & Members Meeting March 12-15 in Atlanta, GA. Registration is now open and please secure your preferred room rate by Feb. 24th. Co-chairs Brady Tripp, Shelly Linens & EBP coordinator Aaron Sciascia have developed a quality educational program including an opportunity for as many as 10.5 Evidence Based Practice Presentations Continuing Education units. We look forward to seeing you and many of those who were at our first meeting in Atlanta 40 years ago at our meeting. David Green & Rich Frazee, along with the others previously mentioned are putting together a overall wonderful meeting.

Your's in Good Health and Safe Sports,  
Jim Mackie, President

## FLORIDA NEWS

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### New Officers

ATAF Announces new state officers and board members:

President—[Erik Nason](#), MBA, MS, ATC, LAT, CSCS

Vice President—[Patricia Tripp](#), PhD, ATC, LAT, CSCS

Secretary—[Rebecca Lopez](#), PhD, ATC

Treasurer—[Don Teahan](#), ATC, LAT

Panhandle Representative—[Jerry Carter](#), ATC, LAT

Central Representative—[Scott Armstrong](#)

Southern Representative I—[Dustin Gatens](#)

Northeastern Representative—[John Barrett](#), ATC, LAT

West Coast Representative—[Chris Peters](#), MEd, ATC, LAT

Southern Representative II—[Carl Cramer](#), ATC, LAT





# FLORIDA NEWS

Continued

Dr. MaryBeth Horodyski, District 9 Director/NATA Vice President was elected to membership in the Cervical Spine Research Society (CSRS). The CSRS is an organization promoting clinical and basic science research of the cervical spine. Membership is limited to only 250 members who are typically physicians from varying spine sub-specialties. Dr. Horodyski is only the fifth non-physician member admitted to the CSRS.

The 7th Annual SEATA/NATA Foundation Quiz Bowl was held Feb. 6, 2015, in conjunction with the 30th Annual SEATA Athletic Training Student Symposium in Atlanta, GA. The top 5 finishers from the 27 team field hailed from Florida.

Florida International University

Palm Beach Atlantic University

University of Miami

University of Florida

Florida Gulf Coast University

Florida International University won for the 2nd consecutive year and will represent D9 at the NATA/NATA



## 7th Annual SEATA/NATA Foundation Quiz Bowl Winners

Florida International University—From left to right:

Kate Gallant, Billy Voltaire, Dr. Michelle Odai, Raul Bermudez, Andrew Gutierrez



On January 30, 2015, University High School in Orange City, FL held its 9th Annual Volusia County EMS/Military Expo. Juniors and seniors from area high schools came to see the 40 federal, state, and local programs. Five helicopters from Florida Hospital, Orlando Air Care, HH-60 Coast Guard from Air Station Clearwater, and Fire Flight from Flagler Co. EMS were also on display. The 4,000 students were excited to see demonstrations from Orange City Fire Rescue, the Military, and law enforcement programs. For more details contact Perry Revlett, MS, ATC, LAT, Head Athletic Trainer at University High School.



# GEORGIA NEWS

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## Meeting Dates



Bummed that you are unable to attend this year's SEATA meeting and going to miss out on EBP CEUs? Well here is another opportunity to earn 10 EBP CEUs. Join us the weekend of **April 17th** for the 2015 GATA Annual Meeting & Clinical Symposium at the Hughston Foundation. Check out all the details [here!](#)

# MISSISSIPPI NEWS

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## ATs Save Life of Spectator



On December 30, 2014, Athletic Trainers Lissa Little of Encore Rehab and Fred Worthy of the Hattiesburg Clinic were involved in saving the life of a woman that collapsed while attending the East Marin Basketball Tournament.

The MATA welcomes new Interim Treasurer Shawn Robinson of the Hattiesburg Clinic. Shawn is a graduate of Mississippi State University and the University of Southern Mississippi's Athletic Training Education Program. Shawn took over in early January after replacing Wade Powers.

The MATA represented the membership at the MHSAA Athletic Administrators Conference in Natchez on January 14-16. Leaders and volunteers helped educate administrators on the need for more athletic trainers in the secondary schools, Mississippi's concussion policy, establishing emergency action plans, and the vocational Sports Medicine curriculum.

The MATA will be holding its annual MATA Capital Hill Day on Wednesday, March 4, 2015. Members are encouraged to join in this day of educating legislators about the athletic training profession and issues important to the health and well-being of our patients.



## MISSISSIPPI NEWS

### Southern Miss Alumni, Athletic Training Students Tailgate

More than 100 athletic training students and alumni from around Mississippi gathered at The University of Southern Mississippi for a tailgate before the Southern Miss football game on October 25, 2014.

Students had the opportunity to meet, network, and socialize with alumni from the past 40 years. "It was great to hear and learn from people who have stood in our shoes. I loved meeting people who are actually living the dreams that I am starting to pursue," one student said.

"It was great to see everyone interacting together and to see the enthusiasm and smiles on the current students' faces," said Jeff Bryant, president of the Mississippi Athletic Trainers' Association. "It truly is an extended family."

During the football game the alumni were honored at a special halftime ceremony. The USM Athletic Training Alumni Association is looking forward to next year as the Athletic Training Program will celebrate its 40<sup>th</sup> year of existence.



TENNESSEE **ATHLETIC TRAINERS'** SOCIETY

## TENNESSEE NEWS

### State Meeting and New Logo

The Tennessee Athletic Trainers' Society held its annual meeting in Nashville on January 17-18. The over 200 athletic trainers in attendance heard lectures on a variety of topics including caring for the industrial athlete through the functional capacity evaluation. Following the meeting TATS unveiled the new logo pictured above.



# NATA Awards and You...



Chuck Kimmel

Below you will find a thumbnail sketch for NATA Awards and the specific aspects of what each award is honoring in our colleagues and friends.

**NATA Service Award:** This award goes to an athletic trainer who has earned it because of their participation on the **local and state levels**. Members are eligible for this award after 20 years of certification.

**NATA Most Distinguished Athletic Trainer Award:** This award is given to the athletic trainer who has earned it because of their participation on the **district and national levels**. Members are eligible for this award after 20 years of certification.

**NATA Hall of Fame:** Induction into the Hall of Fame is based on the athletic trainer's impact and contributions to the **profession and/or Association (NATA)**. Members are eligible for induction into the NATA Hall of Fame after 30 years of certification.

**Eve Becker-Doyle Leadership Award:** This award goes to the athletic trainer who has earned it based on their record of leadership in the NATA. Members are eligible for this award after 40 years of certification.

The nomination window for NATA awards opens on August 1<sup>st</sup> and the awards are presented at the next national convention.



## Do You Know an Athletic Trainer that is a Lifesaver?

Each year NATA members are involved in saving the lives of athletes, officials, spectators, coworkers and the general public. The NATA recognizes and applauds these heroic efforts through its [Lifesaver Recognition Program](#).

To nominate a Life Saver, [Click Here](#).

# NATA & SEATA COMMITTEE CONTACTS

Committee on  
Professional Advancement  
(COPA)

[Dr. J C Andersen](#)

Committee on Professional  
Ethics (COPE)

[Dr. Marisa Colston](#)  
[Tyler Hamilton](#)

College/University Athletic  
Trainers Committee  
(CUATC)

[John Barrett](#)

EC College /University  
Athletic Training Students'  
Committee

[Dr. Amanda Benson](#)

Ethnic Diversity Advisory  
Committee (EDAC)

[Dr. Kysha Harriell](#)

Governmental Affairs  
Committee (GAC)

[Jerry Stevens](#)

Public Relations

[Dr. Kristan Yates](#)

NATA Foundation

[Dr. Pattie Tripp](#)

Secondary Schools  
Athletic Trainers'  
Committee (SSATC)

[Chris Snoddy](#)

NATAPAC

[Mike Wilkinson](#)

Young Professionals  
Committee (YPC)

[Ashley Morgan](#)

Executive Committee for  
Education (ECE)

[Dr. Gianluca del Rossi](#)

Post Professional  
Education Committee  
(PPEC)

[Dr. Gary Wilkerson](#)

Professional Education  
Committee (PEC)

[Dr. Kristen Schellhase](#)

SEATA Annual Symposium  
Oversight Committee

[David Green](#)

SEATA Athletic Training  
Educator's Conference

[Dr. E. 'Bud' Cooper](#)

SEATA Executive  
Committee

[Jim Mackie](#)

SEATA Athletic Training  
Student Symposium

[Dr. Pattie Tripp](#)

[Karen Lew](#)

[Dr. R.T. Floyd](#)

SEATA Communication

[Donna Wesley](#)

SEATA Elections

[Gerard White](#)

SEATA Hall of Fame

[Bob Nevil](#)

SEATA Most Distinguished  
Athletic Trainer

[Dr. Amanda Benson](#)

SEATA History & Archives

[John Anderson](#)

SEATA Honors & Awards

[Crandall Woodson](#)

SEATA Research &  
Education

[Dr. Shelley Linens](#)

[Dr. Brady Tripp](#)

SEATA Scholarship

[Dr. Gianluca del Rossi](#)

SEATA Finance

[Tim McLane](#)

SEATA Corporate  
Sponsorship

[Rich Frazee](#)

SEATA Quiz Bowl

[Dr. Eric Fuchs](#)

SEATA Student Senate

[Kelley Henderson](#)



# SEATA SCHOLARSHIP COMMITTEE

DR. GIANLUCA DEL ROSSI



The SEATA Scholarship Committee announces  
the 2015 SEATA Scholarship Winners

## UNDERGRADUATE

**SEATA Memorial Undergraduate Scholarship (\$1,000)**

*Ariel Allman*—University of South Florida

**Jerry Rhea/Atlanta Falcons Undergraduate Scholarship (\$1,000)**

*Josh Williams*—Troy University

**Jim Gallaspy Student Leadership Scholarship (\$500)**

*Christin Crader*—McNeese State University

## GRADUATE

**SEATA Memorial Graduate Scholarship (\$1,000)**

*Olivia Fernandes*—University of Florida

**Jerry Rhea/Atlanta Falcons Graduate Scholarship (\$1,000)**

*Kaitlyn Warner*—University of Florida

**Hughston Sports Medicine Foundation Scholarship (\$500)**

*Xin Liew*—University of Florida

# CONGRATULATIONS



OFFICIAL STORE







# NEW SCHOLARSHIP

## Arnold Tooson Bell Graduate Scholarship

The Southeast Athletic Trainers Association is pleased to announce the creation of the Arnold Tooson Bell Graduate Scholarship to be presented annually at the SEATA Clinical Symposium. Dr. Bell was a long time member of SEATA as well as a Professor of Physical Therapy and Athletic Training with Florida A&M University and Florida State University. His contributions to the profession were numerous. Dr. Bell passed away in September of 2013.

The scholarship was the creation of the SEATA Ethnic Diversity Committee under the leadership of Monroe Abram. Monroe stated "Dr. Arnold Bell was a great clinician, educator, and mentor. His quiet influence spread beyond the classrooms and fields of Florida A&M University. His teachings touched many minority athletic trainers and physical therapists working around the country and within very professional setting. Myself and many of my colleagues can personally attest to Bell's teachings and mentorship still having a positive effect on our careers now. This scholarship will provide opportunity for minorities within this district to pursue allied health professions." Scholarship Committee Chair, Gianluca del Rossi stated, "this is a great new opportunity for SEATA to support minority athletic training students pursuing a graduate degree and promote diversity within the profession."

Born in Bronx, NY, Arnold graduated Evander Childs High School and earned his Bachelor's degree in Physical Education from Springfield (MA) College. He attained his Master's at Columbia (NY) University in Exercise Science and his Physical Therapy Certification at NYU; his doctorate in Higher Education was received from FSU. Dr. Bell was employed at Cleveland (Ohio) State University when, more than 30 years ago, he was recruited by Florida A&M to establish its Physical Therapy Department.

In 1991, he became the first African-American Board Certified Clinical Specialist in Sports Physical Therapy by the American Board of Physical Therapy Specialties. Dr. Bell worked as an athletic trainer with the U.S. Olympic Committee. At FAMU, he worked extensively in athletics and was Teacher-of-the-Year in 2000-2001 for the School of Allied Health. He was a 2003 inductee in the FAMU Sports Hall of Fame.



## PUBLIC RELATIONS

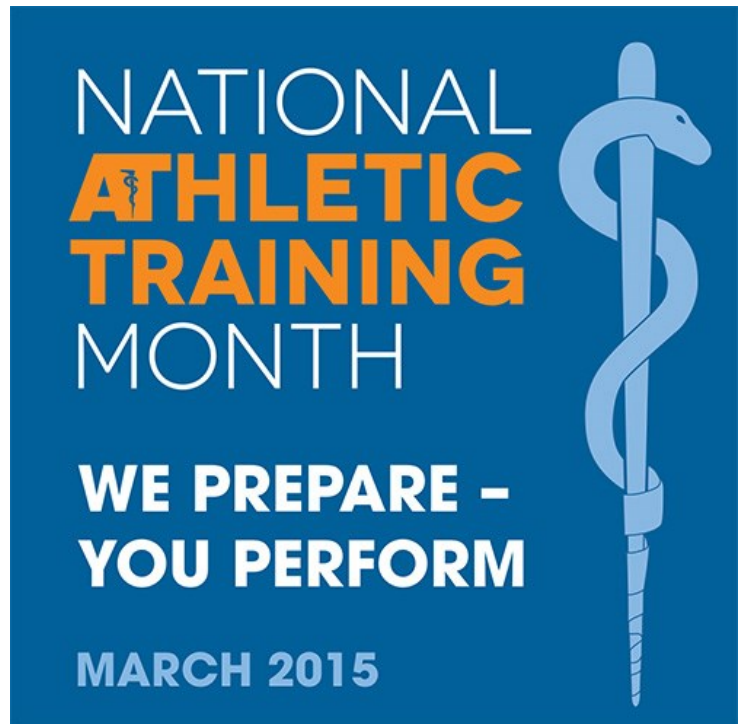
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### NATIONAL ATHLETIC TRAINING MONTH

Thousands of Athletic Trainers will celebrate March 2015 as National Athletic Training Month with the theme “We Prepare—You Perform”.

The NATA website has many [resources](#) to help you prepare and market our national recognition month.

The PR Committee will also be having a few [contests](#) during the month so get creative and don't forget to submit your entries.



### THANK YOU TO OUR DIRECTOR'S PARTNER:



## STATE MEETING DATES & LOCATIONS

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### ALABAMA

May 15-16  
Destin, FL

### FLORIDA

July 17-19  
Kissimmee, FL

### GEORGIA

April 17-19  
Columbus, GA

### KENTUCKY

June 12-13  
Crestview Hills, KY

### LOUISIANA

June 2-4  
Lake Charles, LA

### MISSISSIPPI

June 9-11  
Biloxi, MS

### TENNESSEE

January 17-18  
Nashville, TN

## GAC

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JERRY STEVENS

NATA Capital Hill Day is scheduled for February 23, 2015.

With the start of a new Congress, all previous bills will need to be reintroduced this session. The Supporting Athletes, Families and Educators to Protect the Lives of Athletic Youth (SAFE PLAY) Act was introduced on February 10, 2015, by Sen. Robert Menendez (D-NJ) and in the U.S. House by Rep. Lois Capps (CA-24) and Rep. Bill Pascrell (NJ-09).

Stay tuned for more information on bill numbers and visit the [NATA's Legislative Alert Center](#) to learn more or contact your Congressional Representative or Senators.



### Got Your NPI?

- All health care providers are eligible for NPIs.
- It's free!
- It only takes two minutes to apply.
- NPIs never expire. Once you receive your NPI, you simply update your employer, taxonomy and personal information throughout your career. You can even retire and deactivate your NPI.
- AT students are also eligible to register for their NPI
- You can have multiple taxonomy codes under one NPI to represent **all** you do as a health care provider:
  - Athletic Training Taxonomy      Code - 2255A2300X
  - Student Taxonomy Code -      390200000X

Beginning June 2014, it is a requirement to have an NPI to serve on a NATA committee.

[Click here](#) for step-by-step instructions.



## Attention All YPs



### Are You Attending SEATA Next Month?

Join us for our 1<sup>st</sup> Annual Meet & Greet at 7am on Saturday March 14<sup>th</sup> (during the continental breakfast) and again on Saturday March 14<sup>th</sup> at 7pm for our 1<sup>st</sup> Annual YP Social at Maggiano's. Please RSVP to your state representative at [youngprofd9@yahoo.com](mailto:youngprofd9@yahoo.com) by March 1<sup>st</sup> if you plan to attend the Social\*.

Alabama – Ciara Taylor

Florida – Cori Thompson

Georgia - Vanessa Abrams

Kentucky – Jordan Light

Louisiana – Bart Folse

Mississippi – Ashley Morgan

Tennessee – Michelle Hansard

\*Meal at own expense

# NATIONAL ATHLETIC TRAINING STUDENT COMMITTEE

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TIFFANY YAM

Are you a student who would excel in a leadership position at the national level?

District 9 Representative for the NATSC

Requirements:

- Junior by August 1 OR first year entry-level masters student
- Current NATA member
- Non-certified athletic training student

**APPLY NOW**

Deadline February 20, 2015

more information can be found at the

National Athletic Training Students' Committee website  
[www.nata.org/natsc](http://www.nata.org/natsc)

**Any Questions? Contact Current District 9 Representative  
Tiffany Yam- [tyam002@fiu.edu](mailto:tyam002@fiu.edu)**

[Applications](#) for District IX  
[Bobby Gunn Student Leadership Award](#)  
are due by April 30, 2015

# College/University Athletic Trainers' Committee

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JOHN BARRETT

The College/University Athletic Trainers' Committee serves several purposes with a focus to **support, educate and represent the College/University Athletic Trainer....**

- To help **demonstrate the values and importance of the Athletic Trainer** in the overall health and welfare of the student-athlete
- **To work with the appropriate third parties such as the NCAA and the NCAA Rules Committee to promote issues of student-athlete safety and well-being, and to improve work-life balance for our members within our setting**
- To **grow the collective knowledge of Athletic Training**
- To **ensure our members are kept informed by communicating regularly** back to our members on our actions, and that on the NATA as a whole on their behalf
- Visit <http://www.nata.org/CUATC>

## **New CUATC State Rep for LA**

Andrew Massey, MAT, ATC, LAT

Head Athletic Trainer

Tulane University – Department of Athletics

333 Ben Weiner Avenue

New Orleans, LA 70118

504.314.2457 (office)

504.214.8138 (mobile)

[amassey@tulane.edu](mailto:amassey@tulane.edu)

## **CUATC Ongoing Projects & Activities**

- Appropriate Medical Coverage in Intercollegiate Athletics (AMCIA) Document
  - Currently under review
  - Document is used inconsistently – is a helpful tool for some
  - Discussion for developing a SA Health, Wellness Summit for establishing best practices for Athletic Healthcare for college athletics
  - Define appropriate staffing and service required to provide appropriate medical care for intercollegiate athletes. Provide a framework for meeting their institutions healthcare needs and strategically plan for future...
  - Invite medical professionals, NCAA, ETC...



- \* [10/10 Coaches Education Presentations](#)
  - Always updating and adding new topics -please suggest topics
  - Available at <http://www.nata.org/CUATC>
- \* Cardiac Care and Screening Task Force
  - AMSSM, AHA, and multiple groups came together; often they have not agreed on many aspects of this topic. Outcomes include:
    - Revised PPE system and definition
    - PPE exams endorse a compressive electronic portal system and standardized
    - AHAAAC 14 Point screen
    - Targeted ECG screening ECG Screening w/ Seattle criteria
    - Autopsy study - family will potentially be able to complete an autopsy study paid per NCAA for future study of the pathology.
    - Tracking Saves – not sure if there is a reporting mechanism for this
    - Going forward the NCAA is reviewing the recommendations from this meeting and NCAA recommendations around PPE
- \* Drug Testing:
  - \* –Competitive Safeguard committee is supporting programming changes towards strengthening performance enhancing substances; focus on educational programs instead of a traditional testing model.
- \* Competitive Safe Guards
  - App being introduced for the NCAA Sports Medicine Handbook
  - Autonomy proposal Concussion Safety protocol legislation: Passed for Autonomous 5 conferences only at this time, not yet all of D1
  - Revisit standard of operations and developing policies and procedures.
  - NCAA D2: Football – SA required to have medical evaluation prior to summer workouts; effective immediately
  - S/C coaches may conduct voluntary summer workouts for fall sports beginning June 1 through summer break; medical coverage is not required
- \* Junior College CUATC representation
  - 24 regions and California working on AT representatives
  - Continue to integrate and form a communication model
- \* Legislative update
  - Medical liability bill to be re-introduced soon; bill is in good standing even though transition is happening in Congress there is wide range of support and other groups collaborating.
  - Letters of support with letterhead will be helpful, AD support as well once the bill is reintroduced, likely in a couple of weeks.

- \* Best Practices for Spinal Cord Injuries
  - Pre hospital care document is under review; all groups in original group met last week end. New recommendations from this group will have significant changes;  
taking use of spine board out for transport; may still use spine board to get the patient to a gurney, may be moving to full body vacuum splints.
  - Removal of equipment with prior to transport with trained persons removing equipment
- \* Peer to Peer Session at NATA meeting in St. Louis
  - Behavioral Health topic with Tim Neal lead facilitator and Jerry Hilker co-lead facilitator
  - 7:30am on Thursday, June 25<sup>th</sup>, 2015.
- \* Honors and Awards update
  - Poor representation of the college & university athletic trainers based on nominations for CUATC Awards.
  - Please contact your state/district reps or NATA Honors & Awards Committee to nominate colleagues for CUATC Awards and recognize our peers for their efforts.
  - Chuck Kimmel requested we do a better job when nominating - emphasized the importance of profile and detail required for submitted information.

### **Be Engaged and Involve Yourself....**

- Communication with District Rep to CUATC (and state rep, if appropriate)
  - Make know who your State/District Representatives are.
  - Communicate the issues you are having – we need to know the problems to help find solutions.



**CUATC Members at the 2015 NATA Joint  
Committee Meeting in Dallas, TX**

# SEATA LEADERSHIP



|                       |                                    |                       |                              |
|-----------------------|------------------------------------|-----------------------|------------------------------|
| District Director     | <a href="#">MaryBeth Horodyski</a> | ALABAMA President     | <a href="#">Chris King</a>   |
| SEATA President       | <a href="#">Jim Mackie</a>         | FLORIDA President     | <a href="#">Eric Nason</a>   |
| SEATA Vice-President  | <a href="#">David Green</a>        | GEORGIA President     | <a href="#">Diane King</a>   |
| SEATA Secretary       | <a href="#">Donna Wesley</a>       | KENTUCKY President    | <a href="#">Rob Ullery</a>   |
| SEATA Treasurer       | <a href="#">Tim McLane</a>         | LOUISIANA President   | <a href="#">Gerard White</a> |
| SEATA Parliamentarian | <a href="#">Chuck Kimmel</a>       | MISSISSIPPI President | <a href="#">Jeff Bryant</a>  |
| SEATA Webmaster       | <a href="#">RT Floyd</a>           | TENNESSEE President   | <a href="#">Scott Byrd</a>   |

Students that attended the  
**30th Annual SEATA Athletic Training Student Symposium**  
can use the code “ATSS30415” when registering for the  
**40th Annual SEATA Clinical Symposium & Members’ Meeting**  
to receive a \$15 discount on [Basic Registration](#).

SSATC

CHRIS SNODDY



The [NATA Safe Schools Program](#) is going strong and there are currently 40 secondary schools in SEATA/District IX with this recognition. The SEATA Executive Board has approved a grant program to assist schools with application funding. Please prepare your application and contact our Secondary Schools D9 Chair Chris Snoddy or your state Secondary School representative to assist you. Keep them safe!

The [NATA Secondary School Athletic Trainers' Committee](#) (SSATC) has been quite busy with several exciting projects and initiatives. In October we provided content for a secondary school-themed *NATA News*. Our committee takes significant pride in our setting and sincerely appreciates the many great things our members are doing in our secondary schools. Here are some of our latest announcements:

**Electronic Newsletter** We recently launched an electronic newsletter specifically designed for secondary school athletic trainers. This is emailed out on a monthly basis, and if you work in the secondary school setting, you should be already receiving this. If not, please contact the NATA office. You may want to check your member profile at the NATA to see if you are listed in the secondary school setting.

**Secondary School Value Model** The Secondary School Value Model is nearing completion. This document is the result of a multi-year collaboration between the Committee on Revenue, the Secondary School Athletic Trainers' Committee, and the Secondary School Value Model Workgroup. It is designed to help secondary school athletic trainers articulate their value and worth to school administration. Watch for release announcements in the near future. It's a great complement to our existing Position Improvement Guide, and Position Proposal Guide. Please visit [www.nata.org/SSATC](http://www.nata.org/SSATC) for these resources.

**[Safe Sports School \(SSS\) Award](#)** Our district already has 40 schools. We would like to have 100 by the NATA meeting in July. As you know, the NATA has launched this award to help secondary schools demonstrate a safe athletic environment commitment to their school community. I encourage you to take a look at the award criteria and apply. Take the time to read the NATA "Inter-Association Consensus Statement on Best Practices for Sports Medicine Management for Secondary Schools and Colleges." This statement, along with the Safe Sports School Award will help you critically assess your policies and procedures.

**SEATA Grant Money for SSS** While we understand not all athletic trainers have the budgetary means to apply for the award, at a minimum please use the award criteria as a way to evaluate or tweak your program. The SEATA Executive Board has approved grant money for each state to help schools in funding this award. Please prepare your application and contact our Secondary Schools D9 Chair Chris Snoddy or your state Secondary School representative to assist you.

**[Student Aides](#)** If have high school student helping you at your school, please review the NATA Student Aide Statement and forthcoming Q and A document found on our website. Appropriate use of student aides has come to the forefront of our committee discussions, and we ask that in the best interests of our profession, you strictly adhere to these guidelines.

**NATA Awards** Our committee is concerned with the low number of secondary school athletic trainers nominated for NATA Awards. Currently, only about 10 percent of NATA Awards are going to secondary school members. When nomination time comes around again in the fall, please consider that special secondary school colleague who deserves such recognition.

**NATA Meeting** The SSATC will be hosting a session at the NATA meeting in St. Louis titled "Effective Communication and Ethical Behavior in the Secondary School Setting," on Friday, June 26 from 5-7pm, with a Gatorade reception to follow.



# SEATA Update



## Membership

| <i>As of February 14, 2015</i> | ACTIVE      | NON-MEMBER  | TOTAL       |
|--------------------------------|-------------|-------------|-------------|
| Certified Regular              | 3901        | 1           | 3902        |
| Associate                      | 84          |             | 84          |
| Retired Certified              | 87          |             | 87          |
| Honorary                       | 28          |             | 28          |
| Non-Member                     |             | 2282        | 2282        |
| Student Undergrad              | 1010        |             | 1010        |
| Student Graduate               | 102         |             | 102         |
| Student Certified              | 300         |             | 300         |
| Career Starter Cert            | 324         |             | 324         |
| <b>TOTAL</b>                   | <b>5360</b> | <b>2283</b> | <b>8119</b> |



**UPDATE  
YOUR  
MEMBERSHIP  
INFORMATION**



Regularly update your NATA  
Membership Profile. This helps us ensure  
that you continue to get SEATA and  
NATA communications.

# Strategic Plan Update



## SEATA'S VISION

We will be recognized as the professional healthcare association of choice for certified athletic trainers who provide expertise in the areas of prevention, recognition, evaluation, immediate care, rehabilitation and reconditioning of injury and illness, healthcare administration and professional development and responsibility in the practice of athletic training.

## MISSION STATEMENT

We are committed to enhance the quality of healthcare provided by certified athletic trainers and to advance the athletic training profession.

In recognition of this commitment, we will strive to deliver these services through cost-effective, high quality comprehensive programs and care in the communities we serve.

SERVICE  
EDUCATION  
ADVANCEMENT  
TEAMWORK  
ADVOCACY

Over the course of last year, the strategic planning committee developed a survey for SEATA membership to gather information about strengths of the membership and to elicit areas of concerns in order to create a better focus for the direction of long term planning. We appreciate the time people took to do the survey as well as the free communication. Your comments were tabulated and the following information is a summary of the results. I would like to recognize that there are several topics like improvements to the website (implementation has already started) and ongoing efforts to improve annual meeting as well as other continuing education opportunities that may not be listed below that are being addressed in other areas. And as we continue to come across other topics of concern, we will attempt to address these in a more timely manner as well.

Please feel free to contact me or any other member of the workgroup if you have additional comments regarding the information provided below.

Diane King, MS, ATC, RD, CSSD  
Chair, Strategic Planning Committee Chair  
[performnutrition@bellsouth.net](mailto:performnutrition@bellsouth.net)  
404-354-0008

Gerard White (LA President)  
Scott Byrd (TN President)  
Chris King (AL President)  
Chris Snoddy (SSATC Chair)  
Ashley Morgan (YPC Chair)  
Bart Folse (YPC—LA)  
Tiffany Yam (NATSC Rep.)  
Tanner Hills (Student Senate Chair)

## KEY FOCUS AREAS

- I. Favorable State Regulation
- II. Revenue for Athletic Training Services
- III. Marketing and Public Relations—How do we add value?
- IV. Job Development

## STRATEGIC DIRECTIONS

### Action Areas

- a. Foster Emerging Leadership
- b. Communicate More Effectively with Members
- c. Refine Education and Improve Continuing Education
- d. Empower Members to Utilize Their Skills, Expertise and Full Scope of Practice
- e. Maximize Legislative Influences
- f. Demonstrate the Value of ATs
- g. Market of Profession
- h. Focus on Expanding Secondary School Placement
- i. Increase Members Personal Satisfaction and Professional Stature

FOUNDING STRATEGIC PARTNER



Johnson & Johnson  
CONSUMER PRODUCTS COMPANY  
Division of Johnson & Johnson Consumer Companies, Inc.