

MAATA NEWS

SPRING 2005
www.maata.org

MID-ATLANTIC ATHLETIC
TRAINERS' ASSOCIATION

FROM THE DIRECTOR

Dear Members of District Three:

Greetings from Raleigh, North Carolina! With the coming of spring and warmer weather, it must mean it's time to prepare for our annual meeting, this year in Virginia Beach, Virginia. Enclosed in this newsletter are details of the meeting, which is always a great educational opportunity as well as a great time to renew old friendships and create new ones.

On the national level it has been a very busy time since our last newsletter. I am sure all of you know the CMS ruling has created a sense of political urgency on the part of our national organization, and I hope within each member of our district. With that in mind, the Board of Directors has scheduled their spring meeting May 12, 13, and 14 in Washington, DC. We will use this time to visit Capitol Hill and we encourage all our members to attend. There will be legislative training on the morning of Thursday, May

12, for any of our district members who wish to attend. We will then visit the legislators on Thursday afternoon, followed by a members' reception in the early evening. As the host district for our board of directors meeting, I encourage all of our members to participate in the "Storm the Hill" and also to attend the social on Thursday evening at the Melrose Hotel in the Georgetown area of D.C. It will be wonderful to have a great showing of our district at these events, and I look forward to reporting back to you at our district meeting the end of that month.



Charlie Rozanski, ATC/L
District Director

In addition, the board of directors meeting is open to the public on Friday and Saturday at the Melrose Hotel. For directions or room reservations, the

Melrose Hotel can be reached at (202) 955-6400.

Other actions by the board of directors in this same light were the creation of the national legal council and the NATA-PAC. The board of directors created the national legal council as a way to quickly respond to legal challenges which would have national ramifications and affect all of our membership. More information about this will be forthcoming in future NATA news. Additionally the board created a political action committee of the NATA. This action is designed to allow qualified donors (member ATCs) to contribute to a fund that will be used as part of our national political effort. Upon the board vote and the subsequent creation of the PAC, President Chuck Kimmel wrote the first check to the NATA-PAC. Chuck and the entire

Change of Address or E-Mail?

To those members who have moved.....we need your help. Your corrected contact information is requested. Please go to the NATA website "Members Only" section www.nata.org/members1/members.cfm (or click **HERE**) to update. Please be assured your information is secure. It will only be used for NATA and MAATA membership communication.

Thank you, MAATA Leadership

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FROM THE DIRECTOR....continued

board encourage members to support this and qualified donors (students and non-members do not qualify) may make their check out to NATA-PAC and mail it to the national office. We will talk more about this in Virginia Beach.

I am very proud to serve as your representative to our national organization. Thanks to the many volunteers in our district who do so much and donate so much time to enhance the profession of athletic training. I look forward to seeing everyone in Virginia Beach.

Sincerely,
Charlie Rozanski, ATC/L

FROM THE SECRETARY/TREASURER

District III Members,

I will keep my comments to you brief as there is a great deal of important information contained in this newsletter. I want to thank everyone that provided the material for this newsletter. It is my belief that an informed membership is essential to the advancement of our profession. In addition to the newsletter current information can always be found on our web site at www.maata.org.

One of the highlights of this edition is the information for the MAATA Symposium in May at Virginia Beach. Please take a minute to review the wonderful topics that Katie Walsh and her committee have put together and remember that the current CEU reporting period ends in December of 2005. I am sure that you will agree that this program provides a wealth of information in a great family orientated venue. I would also like to put in a plug for the golf tournament that is conducted on Friday. The proceeds benefit our district scholarship recipients so not only do you get to enjoy a great round of golf and fellowship but at the same time you assist future athletic trainers. If you have any questions about the golf tournament contact Scott Johnson at ODU.



*Martin Baker, ATC/L
District Secretary/Treasurer*

In closing let me say what a pleasure and honor it is to serve each and every member of this district. If I can be of any assistance to you please feel free to contact me.

Warmest Regards,
Martin Baker
Secretary/Treasurer

MAATA SCHOLARSHIPS

The MAATA offers several scholarships to deserving undergraduate and graduate students. All athletic training students are encouraged to apply. For additional information on these scholarships and an application form, please visit the MAATA Web Site or **Click Here**:

Edward M Block Undergraduate Scholarship
Larry C. Sutton Postgraduate Scholarship
A.C. "Whitey" Gwynne Masters Scholarship

MAATA STATE PRESIDENTS

Virginia Athletic Trainers' Association

Tim Laurent, ATC
laurent@lynchburg.edu
Click [Here](#) for VATA Web Site

West Virginia Athletic Trainers' Association

Bob Cable, ATC
rcable@fairmontstate.edu
Click [Here](#) for WVATA Web Site

Maryland Athletic Trainers' Association

Thad Moore, MA, ATC
tmoore2@washcoll.edu
Click [Here](#) for MATA Web Site

DC Athletic Trainers' Association

Kim Summy, ATC
NOONLE83@aol.com

North Carolina Athletic Trainers' Association

Mark White, ATC/L
tee2green4201@aol.com
Click [Here](#) for NCATA Web Site

South Carolina Athletic Trainers' Association

Kent Atkins, ATC, SCAT
katkins@lander.edu
Click [Here](#) for SCATA Web Site



The National Athletic Trainers' Association (NATA) is proud to honor certified athletic trainers (ATCs) during March 2005—National Athletic Training Month. ATCs are the medical experts who help prevent, assess, treat and rehabilitate injuries that result from physical activity.

Participating in athletics is good for you, but it can also result in injury. National Athletic Training Month was established to advise active people on how to prevent injuries at work and at play.

This year's theme is **Rehabilitation: Accelerated Return to Activity**. For more information about certified athletic training, visit: www.NATA.org.



Certified athletic trainers (ATCs) are unique health care providers. ATCs can be found in a variety of work settings, including secondary schools, colleges and universities, professional sports, sports medicine clinics, hospitals and physicians' offices, the military, occupational workplaces, performing arts and youth sports and recreation. The National Athletic Trainers' Association represents and supports the more than 30,000 members of the athletic training profession through education and research.



National Athletic Training month is fast approaching. Please take the time to promote athletic training and certified athletic trainers in your workplace. For suggestion on how to promote our profession, please visit the NATA web site

(click here).

MAATA District Meeting



The MAATA District meeting is right around the corner and the Program Planning Committee has worked hard to have an educational and interesting agenda for you. In addition to our highly touted Cabana talk (reprised this year by Dr. Bill Prentice), Dr Chris Ingersoll, the new Editor of the Journal of Athletic Training will deliver our keynote address.

This year is a BOC reporting period, and our program is worth 14 CEUs. Please look over the variety and quality of speakers, and we know you will be looking forward to this year's program as much as we are.

In addition to the scheduled program, this year we are calling for 3 separate abstract submissions:

- 1) oral presentations for undergraduate students only;
- 2) oral presentation for graduate students only, and
- 3) poster presentations open to any member of District 3.

There are a few new procedures this year regarding abstract submission. A faculty member at that institution must endorse the undergraduate abstract submissions, and schools not following the submission directions will be not allowed to apply for the 2006 meeting.

The new graduate student talk is open to students enrolled in any graduate program in District 3 institutions. The person chosen for this presentation will be awarded one night's lodging, as well as have registration waived.

All three calls for abstracts have specific information and deadlines available on the MAATA web site, and each will undergo blind reviews.

As with the past few years, we will have a separate student session. This year's student session will begin with a presentation by the secondary schools committee, followed by a mentoring round table lead by Pat Aaronson. Finishing out the Student session is Lori Bristow, who will share her expectations of students in the clinical setting.

As you can see, there is quite a bit of variety scheduled. We hope you make your plans to attend shortly, as are looking forward to seeing you all in May!

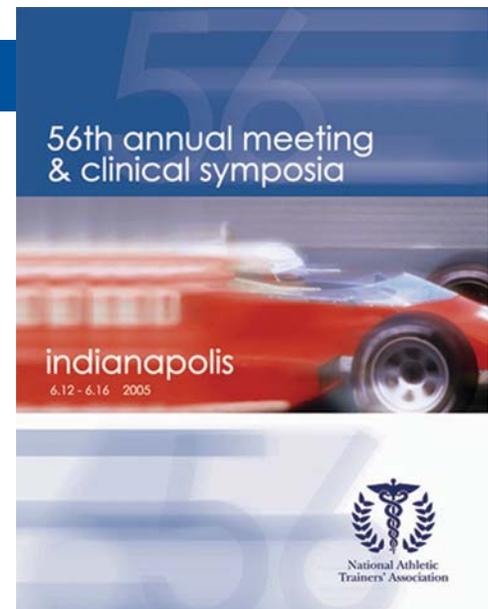
Katie Walsh, EdD, ATC, Program Planning Committee Chair

NATA Annual Convention

Make plans now to attend the NATA's Annual Convention in Indianapolis

NATA's 56th Annual Meeting & Clinical Symposia will be held in Indianapolis, IN from **Sunday, June 12 through Thursday, June 16**. Please note these dates, which have changed from the originally-planned dates at the request of the Indianapolis Convention and Visitors Association because of a conflict with the U.S. Grand Prix.

This Annual Meeting promises to be full of exciting programming and fun events! **Click Here** for more information.



Mid-Atlantic Athletic Trainers' Association Annual Meeting

May 20 - 22, 2005 ~ Virginia Beach, VA

CEUs: 14

CPR certification: Friday, May 20th 1:00 – 5:00 pm

Thursday, May 19, 2005 – NATA workshop

Friday, May 20, 2005

Registration opens 1:00; Hotel check in begins at 4:00 pm

Exhibit Hall open 2:00 – 6:00

Time	Tentative Topic	Speaker
4:00 – 5:00 p	Public Relations and the Athletic Trainer	Kelley Anderson
5:00 – 6:00 p	Business Strategies for the Clinical/Industry/Corporate Athletic Trainer	Matt Ficca
6:00 – 7:00 p	Keynote Address	Chris Ingersoll
7:00 – 8:30 p	District Business Meeting	
8:30 - ?	State Meetings	

Saturday, May 21, 2005

Registration is open 6:45 – 10:30 a.m. only

Exhibit Hall open 8 – 2:00

Time	Topic	Speaker
7:00 – 8:00 a	Clinical Applications of Extracorporeal shock-wave therapy	Charles Thigpen
7:00 – 8:00 a	Graduate talk	TBD
7:00 – 7:30 a	Student Session: Secondary School ATC	Jennifer Rheeling
8:00 – 9:00 a	Blending Complimentary Health care and Sports Medicine	Steve Thaxter
8:00 – 9:00 a	Post-injury Psychology	Dedrie Connelly
7:30 – 9:00 a	Student session: Round Table on Mentoring	Pat Aronson
9:00 – 10:00 p	The Lumbar Spine	Wayne McMasters
9:00 – 10:00 p	Wrist & Hand injuries	Greg Beres
9:00 – 10:00 p	Student session: Clinical Instructor's Expectations of Students	Lori Bristow

10:00 – 10:30 Exhibits

Registration for meeting closes at 10:30

10:30 – 11:30 a	Gatorade	Jeff Zachwieja
10:30 – 11:30 a	Elbow Injuries	Will Silver

11:30 – 1:00 Lunch

Time	Topic	Speaker
1:00 – 2:00		Bill Prentice (Outside in the Cabana)
2:00 – 2:30	Poster Session	

Saturday Breakout sessions: (Pick up ticket at registration)

9:00 – 10:00	1 Pilates	Liz Penn
9:00 – 10:00	2 various Taping Techniques	Amy Magladry
10:15 – 11:15	1 Pilates	Liz Penn
1:00 – 2:00	3 Dynamic Strengthening of the Lumbar Spine	Wayne McMasters
1:00 – 2:00	4 Manual Therapy Techniques for elbow injuries in the overhead athlete	Rob Scheider
2:15 – 3:15	3 Dynamic Strengthening of the Lumbar Spine	Wayne McMasters
2:15 – 3:15	4 Manual Therapy Techniques for elbow injuries in the overhead athlete	Rob Scheider

Director's Reception – Saturday night (approximately 8:00)

Sunday, May 22, 2005

Time	Topic	Speaker
8:00 – 9:00	MRSA Infections	Grady Hardeman
9:00 – 10:00	Emergency Preparedness	Frank Walters
10:00 – 11:00	BOC Updates	Denise Fandel
8:00 – 11:00	Undergraduate Student Research Program	Jill Manners-Coordinator

RESERVATION REQUEST

You must use this form to assure space and group rates.

Complete the form below and mail to:

THE CAVALIER ~ Oceanfront at 42nd Street, Virginia Beach, VA 23451 (800) 446-8199

Mid-Atlantic Athletic Trainers' Association

May 20th-22nd, 2005

Oceanview: Single \$112.00 Double \$112.00
Oceanfront: Single \$126.00 Double \$126.00 King \$136.00
Deluxe: Double \$136.00 King \$136.00
(With Jacuzzi Tub in Historic Cavalier Location Only)

Reservation Cut off Date: April 30, 2005 Extra Person Charge: \$25.00

Arrival (day/date): _____ Departure (day/date): _____

PLEASE RESERVE:

_____ Room(s) for _____ Adult(s) and _____ Children 18 & under

If available, I would prefer the following bedding type:

(Bedding type may not always be available. We will make every effort to fulfill your request.)

Db/Db King

Do you need: Cot(s) _____ Crib(s) _____ Refrigerator

Name(s) of persons sharing room: _____

All local and state taxes apply

ALL RESERVATIONS REQUIRE A ONE NIGHT DEPOSIT

Enclose a check, money order or the number and expiration date of one of the following credit cards:

() Check or money order enclosed () Mastercard () Visa () American Express () Diners Club () Choice () Discover

Card # _____ Expiration Date: _____

Name (print): _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Signature: _____

THE CAVALIER

General Information

- Private beach with umbrella and chair rental service.
- Indoor & outdoor olympic size pools plus kiddie pool.
- 1,500 square foot health club
- 20-Station aerobic fitness course, on grass.
- Croquet, volleyball, shuffleboard, basketball, bike rentals, putting green and 2 playgrounds.
- Valet parking available in the underground garage for a nominal charge.
- Concierge service.
- Shuttle service between hotels.
- 3 Restaurants, room service and outdoor dining.
- Gift Shop.
- Same-day laundry and dry cleaning service.
- Cable television in all rooms
- Baby-sitting service available.
- Seasonal children's activities program.
- Refrigerators available for \$5.00 per night.
- Cribs, no charge - cots, \$10.00 per night.
- Most rooms have 2 double beds. King beds available by special request
- Private balconies with all rooms in The Cavalier on the Ocean.
- No pet permitted.
- Children 18 and under stay free in same room with parents.

• Check-in time 4:00 pm, check-out time 11:00 am. It may not always be possible to have rooms available prior to 4:00 pm. Should there be a delay, all hotel facilities are available for your enjoyment.

- 72-Hour cancellation notice required for deposit refund.
- 1/2 Day rate charged for early departure without 72-hour notice.

MAATA Scholarship Golf Tournament



Friday, May 20, 2005
Heron Ridge Golf Course, Virginia Beach
8:00 AM Shotgun Start
(Registration begins at 7:00 AM)

Entry Fee: \$65 made payable to MAATA, includes:
Round of Golf
Cart
Range Balls
Luncheon
Complimentary Gifts
Door Prizes and Much More!

In the event of cancellation due to inclement weather, all money will be donated to the scholarship fund. For more information, contact Scott Johnson at sjohnson@odu.edu or Marty Bradley at mbradley@odu.edu or phone at (757) 683-3397
Upon receipt of registration confirmation will be emailed.



2005 MAATA Scholarship Golf Tournament Registration

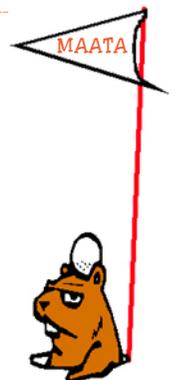
Name: _____ Handicap: _____

Address: _____ Email: _____

_____ Phone: _____

Preferred Playing Partners: _____

Print and mail Golf Tournament Registration Form and payments to Scott Johnson at Athletic Department, Old Dominion University, Norfolk, VA, 23529.



STATE REPORTS

West Virginia Athletic Trainers' Association



The 2005 WVATA Annual Meeting will be held at the Ramada Inn in Morgantown, WV, on Saturday, March 12, 2005. The theme of this year's meeting is "Integrated Care of Head, Neck, and Orthopedic Trauma - A Chronological Perspective"

Registration begins at 7:00 am and the meeting will close at 5:00 pm. If you would like specific information regarding speakers, contact information, or registration please visit the following website:

www.wvata.org/annual_meet.htm

Nominations are currently being accepted for the awards listed below. Please send your nominations and supporting documentation by **February 15th, 2005** to:

Rae Emrick, Secretary, WVATA
c/o West Virginia Wesleyan College
MSC 1789 59 College Ave.
Buckhannon, WV 26201
(304)473-8682 (phone) / (304)473-8022 (fax)
Emrick_r@wwvc.edu

Awards will be presented on March 12, 2005 at the Annual WVATA Sports Medicine Conference.

A. West Virginia Athletic Trainer of the Year

1. Nominee must have 5-7 years of continuous NATABOC certification or WV Department of Education certification as an athletic care provider.
2. Nominee must be an active member of the WVATA.
3. Nominee must have contributed to the advancement of athletic training in the state.
4. Nominations shall include the name, address, and years of service of the nominee. It shall also include a letter from the nominator outlining why the nominee is worthy of this award.

B. Athletic Training Student Service Award

1. Nominee must be a current college or university senior in an undergraduate athletic training education program.
2. Nominees must be current members of the WVATA.
3. Nominees must have demonstrated service to their school, community, or to the profession of athletic training.
4. Nominations must be made by a Certified Athletic Trainer who is a voting member of the WVATA.
5. Nominations shall include the name, address, and school of the nominee. It should also include a letter from the nominator outlining why the nominee is worthy of this award.

C. West Virginia Educator of the Year

1. Nominee must Faculty, ACI or CI affiliated with an undergraduate or graduate Athletic Training Education Program for a minimum of 5 years in WV
2. Educators should have shown commitment to student learning for the enhancement of the profession
3. Nominee must be a current member of the WVATA.
4. Nominations shall include the name, address, and school of the nominee. It should also include a letter from the nominator outlining why the nominee is worthy of this award.

STATE REPORTS

South Carolina Athletic Trainers' Association

SCATA will host its annual **Barbecue at the Blatt** Luncheon for SC Legislatures on February 2nd in Columbia, SC. It is a very good PR opportunity to promote Athletic Training and foster Legislative contacts. All members are invited to attend. Please RSVP with Raz Razayeski at (864)656-1957.

The SCATA Annual Symposium is scheduled for July 7-8 in Columbia, SC at the Sheridan Hotel and Convention Center. Last year's record attendance far surpassed any of the previous year's.

The Executive Council was elected in July of last summer:

President:
Kent Atkins
Lander University
(864)388-8818

President-Elect:
Jerry Shadbolt
Tuomey Healthcare System
(803)778-5223

Secretary-Treasurer:
Raz Razayeski
Clemson University
(864)656-1957



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North Carolina Athletic Trainers' Association

NCATA Clinical Symposium & Business Meeting

The North Carolina Athletic Trainers' Association (NCATA) will hold its 28th Annual Clinical Symposium & Business Meeting March 11-13 at the Holiday Inn Woodlawn in Charlotte, NC. Please visit the NCATA website at www.ncathletictrainer.org to download your registration materials. To make hotel reservation by phone, call (800) 847-7829. Room rates are \$89.00 (plus tax) per night. Be sure to mention Group Code: ATA. Conference and hotel reservations must be completed by March 1, 2005. For a printed registration you may call Michael Guerrero at (919) 934-9040 or (919) 662-2407.

Salary Survey

NATA has launched the new 2005 Salary Survey, and we need your help to make it a success!

AS ALWAYS, NATA WILL MAKE THE RESULTS OF THE SURVEY AVAILABLE FREE TO YOU AS A MEMBER. Results will be published in an upcoming issue of the NATA News.

When you take the survey, be sure to complete the entire questionnaire. You'll see a "Thank You" page if you submit a completed survey.

Because some members have said they want to look up very specific, detailed information about salaries, an online database will be available for purchase. Members who complete the survey will receive a 50% discount on the database as soon as it's available. If you purchased the previous online database, you'll automatically get access to the new database for free if you take the new survey.

Click [HERE](#) to take the survey

MAATA COMMITTEE REPORTS

Ethnic Diversity Advisory Committee



District III Members: The Ethnic Diversity Advisory Committee is currently seeking proposals for the Ethnic Diversity Enhancement Grant Program.

Deadline: The review process for grant awards has 2 cycles each year. The deadlines for receipt of proposals are May 1st and December 1st of each calendar year.

Notification: The Chair of the EDAC will send letters to the principal investigators of grant applications indicating the outcomes of the reviews. These letters are sent in September of each year for proposals submitted for the May 1 cycle, and in April for proposals submitted for the December 1 cycle.

Background: The NATA Ethnic Diversity Advisory Committee (EDAC) has made planning grants available to those educational institutions seeking to enhance ethnic diversity within the profession. These grants may be awarded to educational institutions under one of the following categories: *Category 1:* Develop various programs intended to recruit, retain and educate ethnically diverse student athletic trainers, with the intent being to produce increased numbers of ethnically diverse Certified Athletic Trainers. *Category 2:* Disseminate information relating to health care issues and conditions relevant to ethnically diverse populations (sickle cell disease, lactose intolerance, at risk populations, Blount's Disease, hypertension, et cetera). *Category 3:* Enhance the professional development and stature of ethnically diverse ATC's to better serve the profession (ultimately leading to an increased representation of ethnically diverse leaders at both the district and national level).

Eligibility: An educational institution may apply for a grant provided that a certified member of the National Athletic Trainers' Association (NATA) is included in the grant proposal team.

Grants: Grants up to \$7,500 each may be awarded twice a year.

For More Information Visit: www.edacweb.org/grants or contact your Ethnic Diversity Advisory Committee District III Liaison:

Lori A. Vazquez MS, ATC, EMT
(919) 530-6215; (919) 530-7799 Fax
lvazquez@nccu.edu



Secondary School Athletic Trainers' Committee

The Secondary School Athletic Trainers' Committee is focusing on cultivating strong district and state level involvement in the form of developing a district level SSATC structure. Active interaction between secondary school ATC's and the national level committee is essential for the promotion of our profession at the secondary school level, the improvement of the secondary school work environment, and to optimize responsiveness to the membership served.

Any secondary school ATC interested in involvement and/or the exchange of information should contact Jennifer D. Rheeling, MS, ATC, District III's representative to the SSATC via the contact information provided below. Interested persons will be identified to the appropriate state SSATC representative.

Jennifer D. Rheeling, MS, ATC
H.D. Woodson Senior High School
5500 Eads Street, NE, Washington DC 20019
JDRATC@AOL.COM (202) 439.6433

MAATA COMMITTEE REPORTS

District III Research and Grants Committee

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Call for District Research Grant Proposals

The District III Research and Grant Committee is seeking research grant proposals in all areas of research related to athletic training. Application procedures and guidelines can be obtained on the MAATA website or by contacting:

Dr. Jamie Moul, ATC/L
Department of Health, Leisure, and Exercise Science
Appalachian State University
Boone, NC 28608

Deadline for submission of grant application materials is October 1, 2005. Notification of award will be November 1, 2005.

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NATA Foundation

Report submitted by: Joe Gieck, District 3 representative to the NATA Foundation

With the start of the new year we would like you to begin thinking of the NATA Foundation in your giving plans for 2005. Each year District 3 receives an abundant number of grants and student scholarships for the Foundation, more than we actually contribute.

Also go online to check out the criteria to nominate students for scholarships and to look at grants out there. This year we have service grants to award as well. Check these out. Athletic training has come a long way in the last several years in many ways as a result of activities sponsored by the Foundation.

Remember you may give gifts without caring - but you can't care without giving.

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Women in Athletic Training Committee

The NATA Women in Athletic Training Committee (WATC) met in November 2004. The Bi-Annual Report for this meeting can be retrieved and read on the WATC web page in the NATA Members Section of the website. In District 3 we would like to welcome new state representatives of West Virginia:

Anna Birchfield, MS, ATC
anna_marie@charter.net

Vicki Legg, MS, ATC
leggv@marietta.edu

Tammie Hammon, MS, ATC, CSCS
Hammon_t@wwvc.edu

Ericka P. Zimmerman, MS, ATC
erickazimmerman@ucwv.edu

There is an opening for South Carolina state representatives. If you are interested, please e-mail Patricia Aronson at paa8ak@virginia.edu.

Upcoming events sponsored by the WATC include a student presentation on mentoring at the MAATA meeting in May in Virginia Beach and a program on leadership skills at the NATA meeting in June in Indianapolis. The MAATA round-table presentation will give students a chance to meet NATA president Chuck Kimmel and District 3 Director Charlie Rozanski, as well as other D3 certified athletic trainers. The NATA program will feature NATA CEO Eve Becker-Doyle and former NATA president Julie Max and other lecturers who will present "The Leadership Ladder."

MAATA COMMITTEE REPORTS

NATA PR Committee

Report submitted by: Bob Casmus, M.S., ATC-L, District 3 Representative

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The NATA PR Committee held a mid-year meeting from January 15-16, 2005. The report from this meeting is as follows:

1. Robin Waxenburg & Associates presented their updated report from June 04 to December 04. The NATA and members have been in and on national media outlets such as Newsweek, Woman's Day, CNN, USA Today, Rugby Magazine, New York Times, Wall Street Journal, Associated Press and United Press International.
2. The press conference at the NATA Meeting in June pertaining to sport related concussion generated over 3 million 'impressions' locally and nationally.
3. The publication of the sport related concussion and the sparing statement pr campaign generated over 4 million 'impressions' in local and national media markets.
4. The NATA is partnering with AOSS and will kick-off the campaign based around the theme of "A Lifetime of Fitness & Good Health". The kick-off should be coinciding with National Athletic Training Month.
5. Projects under consideration and or being worked on will include partnering with American Sports Medicine Institute on a campaign related to pitching and overuse injuries in youth sports/athletes and developing a 1 minute broadcast on the Fitness for Life: Health Club Broadcast Feed that will go to health clubs in select national markets – the NATA will control full content of the information and thus help in the struggle to convey the difference between certified athletic trainers and "personal trainers".
6. Other projects include reinforcing the emerging role of female athletic trainers in the professional sports setting, having publicity for athletic trainers who consult or have appeared in movies. We are going to work on "Hollywood connections" to work on improving the portrayal of the athletic trainer in films (this will be a slow and patient process to develop).
7. The PR Committee will be working in conjunction with the Journal of Athletic Training to promote a research article that is timely to the current "news or hot topic of the day".
8. Working to develop a "speaker letter" that can be sent to all individuals to remind them about proper terminology and provide information about the NATA (important for physicians and other allied health care professionals who speak at local or regional meetings).
9. PR Committee will develop campaigns to promote upcoming NATA Official Pronouncements/Statements when ready for release.
10. A Sports Safety Checklist should be completed by March and will be on the website.
11. NATA membership needs to review the Life Saver Award and send that information in when a 'life saving event' occurs. The information is on the website.
12. In 2006 there will be a Student Category for the NATA PR Contest.
13. The PR Committee will develop a 2 page e-card for member use in grass roots pr projects.
14. A project under consideration is a 'bracelet' concept as they are currently an "in item" to wear, this would be use to promote athletic training. (based on the LiveStrong concept)
15. The new media guide and bookmark are currently on line and available to the membership. The member PR Kit will be reviewed and revamped as needed to be placed on the website upon completion.
16. The PR page in the NATA News is being revamped along with the website information – hope to make it more 'user friendly'.
17. The PR Committee will continue to work with the NATA Foundation, COE and the NATA External Marketing director on various public relations projects and concepts.

As always we need to keep the message going that we are 'Athletic Trainers' or 'Certified Athletic Trainers', We need to impress upon our audience that athletic training is an Allied Health Care Profession. Let us all work together on this and get involved with National Athletic Training Month this March 2005. Suggestions, ideas and 'things to do' for March are on the website. I encourage us all to check our national, district and state websites on a regular basis.

MAATA COMMITTEE REPORTS

Clinical/Industrial/Corporate AT Committee

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The NATA C/I/C Committee will be holding its Spring meeting in May, 2005 in Washington DC in combination with other NATA committees such as Council on Employment (COE), Committee on Revenue (COR), Public Relations (PR) among others.

The NATA C/I/C Committee will be participating with the "Hit the Hill" efforts that NATA will be conducting at the same time in May. A great opportunity for us to meet with our Federally elected officials and educate them about athletic training.

The NATA C/I/C Committee will continue to monitor the recent CMS decision regarding physicians billing "incident to services" to see what kind of affect it is having on athletic trainers. If any one has any knowledge of any ATC job being adversely affected please let me know.

The NATA C/I/C Committee along with the COR continues to work for recognition and respect among 3rd party payors. Anyone having information on 3rd party payors paying or not paying for athletic training services in their state is urged to contact me and their state COR representative.

The MAATA District 3 C/I/C Committee will have its 1st speaker representing the C/I/C setting at this years annual District 3 Symposium. Matt Ficca, ATC, CSCS will be speaking on behalf o the committee. Matt has extensive experience in the industrial/corporate setting and has spoken at the NATA national meeting as well as the EATA and PATS meetings. Many thanks to Dr. Katie Walsh for including us in this years program.

Any Distrist 3 C/I/C Athletic Trainer who has any questions or concerns is urged to contact:

John R. Lopez, ATC, District 3 Representative
jlopez.csm@verison.net
NATA C/I/C Committee
NATA Specialty Certification Committee

.....OF INTEREST

'Shorty'

Grady Hardeman, Head Athletic Trainer at Western Carolina University, served as the narrator for "Shorty", an inspirational documentary feature film about Walter "Shorty" Simms, a 55 year-old man with Down's Syndrome. The film is set on the campus of Hampden-Sydney College, where Hardeman served as Head Athletic Trainer from 1999-2004, and chronicles the 2002 Hampden-Sydney football season through the eyes of "Shorty", a campus icon who has touched the lives of generations of young men and inspired an entire community. The film presents numerous images of athletic training and paints Hardeman and the profession in a very positive light.



Picture Caption: Grady Hardeman, ATC, Walter "Shorty" Simms and Dr. Walter Bortz, President of Hampden-Sydney College, at the New York City premiere of "Shorty".

The film, which premiered in New York City in October of 2003 to both critical and audience acclaim, was recently released as a DVD. Rich Lowry, National Review Online October 2003, writes of the film: "The Academy Awards don't have a category for "Best Celebration of Human Dignity and the Wonder of Life." If it did, the new documentary "Shorty" would win running away." The documentary was produced by Danny Aiello's production company Revolution Earth Productions and is fully sponsored and endorsed by the National Down Syndrome Society (NDSS). Fund-raising premieres of the film in numerous US cities have raised over \$60,000 for charities such as the NDSS and the Special Olympics. The film can be rented only at Movie Gallery locations and is available for purchase from a number of outlets on the internet.

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MAATA News

This electronic newsletter is published twice a year by the Mid-Atlantic Athletic Trainers' Association, for its members. For information contained in this newsletter or to submit articles/ideas, please contact the MAATA Secretary/Treasurer:

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