



SEATA EXECUTIVE BOARD
CONFERENCE CALL MINUTES

Sunday, October 26, 2014
Conference Call

8:00 PM EST/7:00 PM CST

1. ROLL CALL

The meeting was called to order at 8:07 PM EST by President Mackie with the following members in attendance:

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| Director: MaryBeth Horodyski, EdD, LAT, ATC, FNATA | AL – Chris King, LAT, ATC (designee) |
| President: Jim Mackie, MEd, LAT, ATC | FL – Bob Hammons, LAT, ATC |
| Vice-President: David Green, MA, LAT, ATC | |
| Secretary: Donna Wesley, MS, LAT, ATC | KY – Robert Ullery, MS, LAT, ATC |
| Treasurer: Tim McLane, MBA, LAT, ATC | |
| Parliamentarian: Chuck Kimmel, LAT, ATC | LA – Gerard White, MEd, LAT, ATC |
| | TN – Scott Byrd, LAT, ATC |

The following members were not in attendance at the start of the meeting:
MS – Jeff Bryant, LAT, ATC – joined meeting at 8:09 PM EST
GA – Diane King, MS, RD, LAT, ATC – joined meeting at 8:15 PM EST

2. CONSENT AGENDA/APPROVAL OF THE MINUTES

1. Consent Agenda Items:
 - A. Approval of August 24, 2014 Minutes

MOTION: (FL/TN) To approve the minutes with changes to Elections Report as noted by Gerard White.
PASSED 6-0-0-1

3. OFFICER REPORTS

Director’s Report

Director Horodyski reported on the following items from the NATA Board of Director’s Meeting:

1. The Board approved travel for 11 members of the ECE Educational Research Planning Committee.
2. The current financial status for the NATA is in good standing.

3. The Board has approved \$500,000 in Legislative Grants for the states; currently 17 states have active legislative efforts to improve and promote the profession.
4. The Board approved expanding the number of pages of the *Athletic Training Education Journal* (ATEJ).
5. The Board approved the transition of the *Journal of Athletic Training* (JAT) to all electronic format and is currently working on an app for the JAT.
6. The NATA/NFL project to place ATs in secondary schools is progressing.
7. The NATA responded appropriately to the CMS/DME proposal with a well thought out and planned response. There was a logistical reason as to why the specific letter and contents were not shared with the membership.
8. Athletic Trainers are encouraged to continue to communicate with EMS regarding protocols prior to competitions and to discuss the set standard from the Inter-Association Task Force.
9. NATA is working on project to upgrade website.
10. CAATE successfully passed their CHEA accreditation.

President's Report

1. President Mackie thanked those involved in the various on-going projects and committee efforts.

Vice-President's Report

1. Vice-President Green gave a brief report on the CSMM planning committee. Currently Brady Tripp and Shelley Linens have 15 confirmed CEUs plus some other possibilities, and Aaron Sciascia will be submitting 4 hours Evidence Based Practice (EBP) for the meeting as well as the possibility of an additional three hours on Sunday. We should be finding out early to mid December about the number of approved EBP hours.
2. There was some discussion about the reimbursement of expenses for the invited guests (5-6 members – Leroy Mullins, Bill McDonald, Russ Miller, Bobby Barton, and Ken Murray).
3. Rich is continuing to work with our sponsors and Powerade is looking to rejoin as a Corporate Partner.
4. Vice-President Green reported on the Members Meeting Survey results. He was disheartened with the numbers of survey respondents (125 – less than 4%). Consensus is to keep the meeting in Atlanta with Memphis, Lexington, and New Orleans as other suggested options. Survey results will be passed along to Brady, Shelley, and Sandra.
5. Asked State Presidents to continue to nominate members for the SEATA Hall of Fame and other SEATA Awards. Bob Nevil, HOF Awards Chair, states that we currently have only one nominee.
6. There was a discussion about activities and ways to celebrate the 40th anniversary of the meeting. Diane King (GA) will investigate the possibility of a function or visit to the new NCAA Football Museum; there would be some logistical issues with transportation to an outside venue.
7. There was also a brief discussion about changing the business meeting format with more emphasis on Awards Luncheon and meeting before or as part of the Gatorade presentation.

Secretary's Report

1. Membership renewal for 2015 has started; about 5% of members have already renewed.
2. Renewal options include installment plans and opportunity to pre-pay for Convention registration.
3. Currently SEATA has 5,365 Active Members and 2,464 Non-Members. State numbers were reviewed and membership rosters will be sent out to Presidents and Secretaries on Nov. 1.

4. The DST is currently developing some Best Practices for Secretaries and Treasurers and more information will be provided to state officers on some of these topics. Secretary Wesley encouraged State Presidents to have their State Secretaries attend the meeting in March as she would like to have a face to face meeting about membership issues and best practices.
5. State Presidents are asked to provide Secretary Wesley and Director Horodyski with upcoming State Meeting dates and locations for inclusion on website.
6. Currently Kentucky is the only state that has provided information for the next SEATA Newsletter. Any material for inclusion needs to be to Secretary Wesley by Tuesday, Oct. 28.
7. States and Committees that are wishing to use GoToMeeting for Conference Calls need to request specific dates and time to Secretary Wesley at least 2 weeks in advance.
8. The Policy & Procedures (P&P) and Governance Committees are continuing to work on updates. Board Liaisons are asked to have the Committee Chair review the appropriate portion of Section V and VI for any needed corrections in the P&P. Please give the needed changes to Secretary Wesley by the end of November.
9. The Board was asked to develop a list of content for the new website that should be designated as "Members-Only" access.

Treasurer's Report

1. The Investment account did record about a 1% loss last quarter, and that has since been redistributed to help adjust accordingly.
2. The next NATA payment and checks to the states should be around November 20.
3. SEATA WildApricot website has gone live for registration for ATSS, Quiz Bowl and Abstract submission.
4. The SEATA checking account currently has a balance of \$305,971.37 and the SEATA Investment account has a balance of \$317,211.94.
5. There was some discussion about banking issues related to PayPal and Elavon due to the Wells Fargo and Wachovia buyout. There will be further review of this and we may look at changing this in January.
6. We will be adding American Express as a payment option for meeting registration.

4. UNFINISHED BUSINESS

1. President White (LA) reported on the Election Results. There were 75 valid votes cast with Jim Mackie being re-elected as President, Tim McLane being re-elected as Treasurer, and the By-Laws Proposal passing with 93% approval.
2. The Board was presented with the five (5) new SEATA logo options. There was a brief discussion about the removal of the states outline. The question was raised about the vote on the logo being presented only to the Board and why the members were not allowed to vote. There was discussion about the lessons learned from the previous NATA logo vote and the ability of the Presidents to ask for feedback from their member prior to the vote. There was never a discussion or vote on the previous SEATA logo.

MOTION: (MS/FL) To approve Option #1 as the new official SEATA logo. **PASSED 7-0-0**



President Hammons (FL) will be in charge of getting the logo files to Secretary Wesley in the various formats. Secretary Wesley will be in charge of distribution of the logo to the necessary parties.

3. President King (GA) reported on the Strategic Plan. The Survey Summary was sent out to the Board prior to this meeting. There were over 500 respondents that were a cross-section of our members. The difficulty came with analyzing the contents. The top responses are addressed in the Summary. There is a lack of information from other Districts about Strategic Planning; thus far, there are 6 Districts that do not have a Strategic Plan. Over the next 2 months President King would like to involve more people in this process of reviewing and developing a plan to address the identified concerns. There is an obvious need to work on communication with the members about what is available and currently being done. March 2015 is the timeline to have information presented to the membership, but there is significant work that needs to be done prior.

President White (LA) acknowledged that many of the identified concerns are also a problem at the state level and the opportunity to include future state leaders and those outside leadership can offer new insight. President King reiterated the need for a diverse group of Athletic Trainers to include in this process.

4. The Board reviewed the proposal from the SEATA Research & Education Committee on the purchase of tech equipment for the use during educational meetings. There was some discussion about logistics of storage and transport between meetings and the conclusion was reached that the Treasurer would be responsible for storage and transport to the meeting sites and/or making other arrangements.

MOTION: (TM/MBH) To approve the purchase of 4 laptop computers, projectors, necessary cords and accessories, transport and storage equipment, Microsoft Office subscription, other necessary software, and routine maintenance items. **PASSED 6-1-0-0 (FL)**

5. NEW BUSINESS

1. The Board reviewed a proposal from Director Horodyski in regards to SEATA providing funding for schools within our District to apply for the NATA's Safe Sports School Award. The Board designated the SEATA Secondary School Athletic Trainer Committee to develop the application process and submit candidates to the Board for approval. The Board discussed the funding amount in terms of how many

schools per state would benefit and there was also a discussion of using a matching grant program to increase the number of schools we are able to assist. There was consideration of special situations and allowing schools to petition for full funding if needed and the Board would depend upon the recommendation of the individual State Presidents and SSATC in these situations.

MOTION: (MBH/KY) To utilize \$5,250 of the budget to develop a matching grant application program to award up to 10 schools per state funding for the NATA's Safe Sports School Award. **PASSED 7-0-0-0**

6. INFORMATIONAL ITEMS

1. Ashley Morgan, Chair of the SEATA Young Professionals' Committee (YPC), is in need of a representative from Alabama. President Morr (AL) and President Elect King are asked to submit a candidate as soon as possible for Board approval because Ashley is working hard to get this committee more involved.
2. There is a need for a new representative from SEATA to serve on the NATA's Athletic Training Service Award Committee (ATSA); our current representative has moved outside of the District. Please submit any possible candidates to Director Horodyski before Friday, October 31, 2014.
3. President Mackie noted the following items for review by the Board:
 - A. Provide suggestions regarding the 40th Annual SEATA Members Meeting to Vice-President Green.
 - B. Submit eBlast information to Secretary Wesley by the 15th of each Month.
 - C. Contact Secretary Wesley or Treasurer McLane if states wish to utilize SurveyMonkey or GoToMeeting.
 - D. Please notify the SEATA Officers if you are aware that a member has passed away.
 - E. Submit state information, recognitions, meetings, etc. to Secretary Wesley for inclusion in the Newsletter and NATA NEWS.
4. President Mackie reviewed the responsibilities of the Board as Committee Liaison. Board Members were asked to review the timeline of Committee Reports to the Board prior to the SEATA Board Meeting in March.

8. ADJOURNMENT

President Mackie thanked everyone for their attendance and participation. The meeting was adjourned at 9:37 PM EST.