



**SEATA Executive Board Meeting
4:00 PM Tuesday, June 25, 2013
Mandalay Bay Hotel
Las Vegas, NV**

1) Call to Order.

The meeting was called to order by President Mackie at 4:03 PM PDT

2) Roll Call

The call of the roll revealed the following members as present;

Director, MaryBeth Horodyski, EdD, ATC, LAT, FNATA

President, Jim Mackie, M.Ed., ATC, LAT

Vice-President, David Green, ATC

Secretary, Tom Bair, M.Ed., ATC, LAT

Treasurer, Tim McLane, ATC, LAT, MBA

Alabama, President John Morr, ATC, LAT

Florida, President Bob Hammons, ATC, LAT

Kentucky, Representative Robert Ullery, ATC

Louisiana, President Gerard White, M.Ed., ATC

Mississippi, President Jeff Bryant, ATC, LAT

Tennessee, President Chris Snoddy, ATC, LAT

And as absent;

Georgia President Diane King ATC, LAT

3) LEADERSHIP TRAINING.

President Mackie thanked all for their attendance and welcomed all. He then led the board through different ways of accepting responsibility and ascribing accountability in order to transferring decisions into commitments.

Georgia President Diane King, joined the meeting

4) Approval of April Minutes

The motion was made and seconded that the April 12, 2013 Minutes of the SEATA Executive Board Conference Call be approved. **(Secretary, TN) Vote 7-0-0-0**

5) District Director's Report

Director Horodyski reflected upon her first year in office and thanked all the State Presidents for their support and expressed that she enjoyed attending the State meetings and thanked the Presidents for the welcome she received.

Director Horodyski shared that the NATA total registration for this year's meeting will be over 15,000 making it the largest meeting in NATA history. As a result of the numbers in attendance she reminded the Board that all meeting attendees must have a seat in order to attend the meeting, per Las Vegas Fire Marshal instruction.

Director Horodyski explained the purpose of the yellow cards found with registration as a method to show support for HR 72.

Director Horodyski reviewed the new time line for NATA legislative grants. She explained the different deadlines.

- 1) Discretionary Grant between July 1 and July 31 with notification being October 1.
- 2) Matching Grant window is August 1 to August 31 with notification after Discretionary Grant notification.

Director Horodyski discussed aspects of the NATA Foundation as she informed the Board of new guidelines for future endowments to be used for scholarships and grants. She stated that the Patty and Chuck Kimmel endowment was on track. She also expressed disappointment that for the first time in NATA Foundation history there were no SEATA States donating to the NATA Foundation. She reminded the State Presidents that even a donation of \$25 will get their State on the list of donating states.

Director Horodyski asked that each state add exec@seata.org to the distribution list for their e-blast, newsletters, or any other communication sent to disseminate information. This will facilitate the exchange of information to help everyone keep aware of the goings on in the other SEATA States.

Director Horodyski shared with the Board that she works hard at placing SEATA members on desired NATA committees and that sometimes she is successful but that it doesn't always work out.

Director Horodyski informed the Board she started a twitter account and is doing more following than tweeting. She asked the Board to engage the committees that they are a liaison to and see how you can help them be more active and successful. She also reminded the Board that information is always needed for SEATA publications, NATA News, etc...and to please pass along any items to the Communication Committee as well as Public Relations Committee. Her report concluded with her reporting to the Board her various task and duties since she was elected SEATA Director

Director Horodyski reported to the Board many of the items she has been involved with as Director. This included but is not limited to: Vision Quest 4 workgroup; review of some NATA consensus statements; Liaison for Journal of Athletic Training; and in the upcoming year will be Liaison to the ECE which will be having Chair elections. She was afforded the opportunity to attend the United State Bone and Joint Initiative Board of Directors meeting and hopes to assist the NATA to foster a relationship between the NATA and that organization.

6) President's Report

President Mackie thanked Director Horodyski for all efforts she has placed in her position as our District Director and for the quality of the work she is helping to effect for the profession in general and for SEATA specifically. He also expressed his thanks to other Board members for the work all have done to make SEATA a better organization and for making his job as President easier by their involvement.

7) Vice-President's Report

Vice-President Green discussed the work of the Future Meeting Task Force and thanked the members of that task force for their work. The Task Force has done a lot of work and there is still more work to be completed. He then under took a brief review of the material presented in the Board packet relative to future meetings. He thanked the Future Meeting Task Force members for their good work as this continues to be a work in progress.

8) Secretary's Report

Secretary Bair reviewed the following statistics and demographics. SEATA Twitter followers has increased to 310 vs. 248 in March of this year. SEATA Facebook Likes has also increased from 110 to 132 in the same time period. Currently, total SEATA membership is at 4,857 with 3,978 being Certified, Certified Students, or Career Starter membership and 730 Student members. For the first time in NATA history total membership is over 40,000.

Secretary Bair and President Mackie discussed measures to ensure electronic and manual archives of minutes. This became an issue for SEATA when records were transferred from one individual to another under less than ideal circumstances, which was followed by the SEATA Secretary's computer being stricken by a virus, subsequently the Nov 2008 and May 2009 minutes are missing. Currently, the SEATA work done by the Secretary is backed up by Carbonite. Other SEATA Officers reported they are also using a form of electronic cloud back up, additionally hard copies of the minutes are kept by the Secretary.

Secretary Bair shared with the Board items discussed at the most recent District Secretary/ Treasurers Committee meeting. The first being MultiView which is a digital advertising company that NATA has been using to sell advertising space in the ROM as well as the Athletic Training Marketplace. MultiView would like to start working at the district level if any district is interested in partnering to access potential un-captured revenue that may be available in the digital advertising space. Secretary Bair and Treasurer McLane will work with NATA staff to explore a relationship with MultiView. Wild Apricot member management service was also reviewed and both Secretary Bair and Treasurer McLane believe this member management software could be very good for SEATA and will continue to explore this.

9) Treasurer's Report

Treasurer McLane reviewed with the Board new structure of data presentation and expense classification during his presentation of current cash flow statement and answered all related questions. Next Treasurer McLane updated the Board on the status of the investment portfolio transition and answered all related questions.

10) Unfinished Business

a) Quiz Bowl Recommendations

President Mackie led a discussion of the Quiz Bowl Study Committee recommendations. The motion was made and seconded to; "Create a SEATA Quiz Bowl Committee, which will be added as a SEATA Organizational Support Group and exempt from appointing one member per state; and to approve the Composition, Purpose, and Duties of the SEATA Quiz Bowl Study Committee as presented." **Vote (President; LA) 7-0-0-0.**

b) CEU Replacement Certificate Fees

Secretary Bair and Treasurer McLane explained the policy and process to issue a replacement attendance certificate to individuals that request one. The motion was made as seconded to; "Increase the fee for SEATA CEU attendance certificates from \$5.00 to \$10.00 with a written request." **VOTE (Sec;KY) 6-1-0-0(TN)**

c) Motion to amend By-Laws for dues purposes

Treasurer McLane led a discussion on a proposed By-Law change as follows:

Current Article 6 - Dues

6.2 Changes in dues structure will be made by two-thirds majority vote of all voting members of the Executive Board. The state Presidents will vote reflective of the votes cast by their respective State membership.

Proposal:

6.2 Changes in National Athletic Trainers' Associations and /or District IX (Southeast Athletic Trainers' Association) dues will be made by two-thirds majority vote of all members of the Executive Board. The state Presidents will vote reflective of the votes cast by their respective State membership.

6.3 Each State will be responsible for setting their State's dues, in accordance with their governing documents, with the option that the dues may be collected by the NATA and distributed by District IX of the NATA. Any Changes in a state's dues must be made know to the Treasurer of District IX by a time that is mandated by NATA to be included in the next dues cycle invoice.

A motion was made and seconded; the proposed By-Law change be presented to SEATA members for a vote in the fall of 2013. **Vote (TN, FL) 7-0-0-0**

d) Policy and Procedure Task Force

Secretary Bair updated the Board on the progress of the Task Force. The Policy and Procedure manual was sectioned and assigned to each member for review. The SEATA Executive Board actions since the manual was up-dated in 2008 will be examined to ensure the manual is in harmony with Board Actions. This project is also being used to test some video conferencing capabilities.

e) Future Meeting Plans Task Force

Vice-President Green lead a review of the information contained in the Board packets regarding a retrospective look at the meeting attendance and room bookings from 2007 to 2013; other meeting partnership opportunities, and the Athletic Training Student Symposium.

11) New Business

a) Legislative Grants

The Louisiana Athletic Trainers' Association, Inc. has made a request of SEATA for a Basic Grant for the amount of \$ 3,000.00. The application was reviewed and a motion was made and seconded to; Approve the LATA Basic Grant request in the amount of \$3,000.00 **Vote (TN; MS) 7-0-0-0**

In an effort to harmonize NATA and SEATA Legislative Grant programs President Hammons and Representative Ullery will review the recent NATA changes and make recommendations to the Board.

b) Star Track candidate

The Kentucky Athletic Trainers Association has a Star Track candidate that is currently in the process of completing the application. SEATA has approved an allocation of up to \$1000.00 per person selected by SEATA for the program.

c) Elections - District Director call for nominations.

Elections Chair White informed the board that during the upcoming Members Meeting he will announce a call for nominations for the position of District Director, and he reviewed the election time line with the Board.

d) Electronic protection and archiving of SEATA documents.

Secretary Bair led a discussion that revealed that each Officer has their electronic files backed up through their employer. Additionally emails sent via the SEATA email addresses are also backed up. Hard copies of foundation and operational documents should be kept by the Secretary.

e) *Recommendation to approve Amanda Benson as Chair of SEATA Most Distinguished Athletic Trainer Committee.*

President Mackie led a discussion on establishing a SEATA Most Distinguished Athletic Trainer Committee. A motion was made and seconded to; Approve Amanda Benson as Chair of the SEATA Most Distinguished Athletic Trainer Committee **VOTE (MS/LA) 7-0-0-0**

f) *Multi-view*

Director Horodyski led a discussion about NATA partnership with Multi view and the potential for NATA Districts to also partner with Multi-view as a source of revenue via web site advertisement sales. President Mackie requested that Secretary Bair and Treasurer McLane begin a dialogue with Multi-view.

g) *Camera Purchase*

Secretary Bair reported that he was advised to wait until closer to the Christmas shopping season to evaluate and purchase a new camera for SEATA.

With no further business the meeting was adjourned at 6:00 PM PDT