



Minutes
Southeast Athletic Trainers' Association
Executive Board Meeting
Atlanta, GA
March 10, 2011
President Marybeth Horodyski, Presiding



1. Roll Call:

President Horodyski called the meeting to order at 1:04 PM and a call of the roll revealed the following members as present.

R. T. Floyd, EdD, ATC -- District Director;
MaryBeth Horodyski, EdD, ATC, LAT -- President;
David Green, MA, ATC -- Vice President;
Jim Mackie, MEd, ATC, LAT -- Treasurer;
Tom Bair, MEd, ATC, LAT -- Secretary;
Chuck Kimmel, ATC, LAT -- Parliamentarian;
Stephanie A. Lennon, MS, ATC, LAT, NBCT-- Florida President;
Jeff Hopp, ATC, LAT -- Georgia President;
Eric Fuchs, DA, ATC, EMT -- Kentucky President;
Gerard White, MEd, ATC -- Louisiana President;
Donna Wesley, MS, ATC -- Mississippi President;
Chris Snoddy, ATC -- Tennessee President;
Karen Straub Stanton, MS, ATC – Alabama Vice-President.

President Horodyski welcomed and thanked all for their attendance and expressed her excitement about the speakers, programming, and administration for the joint meeting with Emory University. She recognized the cooperation needed between SEATA and Emory University to successfully assemble and run a joint educational meeting of this type. President Horodyski specifically mentioned to the board the work of Emory University's Ms. Cathy Jackson and Forrest Pecha, who no longer is at Emory but remained committed to this meeting. As with any meeting, and a meeting of this nature is no different, there may be some unanticipated issues that need to be worked through and she asked for the Boards' patience and assistance in working through them as/if they occur.

2. Review and approval of minutes:

The June 2010 Executive Board Meeting Minutes, January 2011 Executive Board Conference Call Minutes, and February 2011 Executive Board Conference Call Minutes were presented by Secretary Bair with the following action being taken.

President Horodyski made the following motion that was seconded by Director Floyd; *The June 2010 Executive Board Meeting Minutes be approved upon the correction of 3 spelling errors.* **Vote 7-0-0-0** Passed.

Florida President Lennon made the motion that was seconded by Tennessee President Snoddy; *The January 2011 Executive Board Conference Call minutes be tabled until corrections could be made.* **Vote 7-0-0-0** Passed.

As this was the first opportunity Board members had to review the minutes of the February 2011 Executive Conference Call they, without a motion to accept, were **tabled** and a call for approval will be done electronically within 10 days.

3. District Director Report: R.T. Floyd

Director Floyd indicated that the NATA Board of Directors had a conference call on February 20, 2011 and that no new items were discussed that have not all ready been reported to the SEATA Executive Board. Director Floyd indicated that he had a PowerPoint presentation regarding the issue of the NATA By-Law change that would give non-certified Associate members voting rights. He offered to share this with the SEATA Executive Board, or to give a synopsis. The Executive Board chose to be given a synopsis. Director Floyd gave a brief history and time line of why the change was sought and explained that the change would allow non-certified members to vote. Non-certified members would not be eligible to serve on the NATA Board of Directors, on committees, or as liaisons. As this change goes through the process more up dates will be provided. Director Floyd also updated the SEATA Executive Board on future BOC CEU requirements and that at this time it appears there will not be any changes.

4. President's Report: MaryBeth Horodyski

President Horodyski indicated that the items to be covered in her report will be addressed as agenda items 9 through 21. President Horodyski had reviewed the previous six years' minutes from SEATA Executive Board meetings and identified those items that prior SEATA Executive Boards had stated should be reviewed. Thus, each of these items will be reviewed during the course of the meeting. She reminded the Board to thank our Emory counterparts and Cathy Brown.

5. Vice-President's Report: David Green

Vice-President Green provided the SEATA Executive Board with information and details about the 2011 SEATA Annual Clinical Symposium and Members Meeting being held in conjunction with Emory University. This information dealt with the number of pre-conference registrants, educational and exhibitor room use, accommodations and parking, booked room nights versus guaranteed room nights, refreshment set up areas and schedule, audio visual issues, awards banquet, speaker ready room, registration, and registration packet assembly.

6. Secretary Report: Tom Bair

Secretary Bair reviewed the reports sent previously via email to the Executive Board and the State Secretaries regarding suspended members and thanked the State Presidents for their efforts in helping to reach out to suspended members in their states. Secretary Bair discussed the 2011 District Secretary-Treasurers Committee meeting. As a consequence of this meeting the need to explore consolidating our member services communications was undertaken. A presentation was made regarding Wild Apricot member management products which are currently used by NATA District VII. A review of all NATA district web sites was provided. The benefits to SEATA and SEATA State Associations were explained. Web page design, social media controls, meeting registration and payment, data base management, email list, groups and topic listserves, electronic newsletters and eblasts are some of the features provided by the

product. On line voting is currently not an option however it is anticipated that will be available by year's end. More information will be provided on pricing.

7. Treasurer's Report: Jim Mackie

I. Financial Information

- Cash Flow Report
1-01-11 to 3- 8 -11 Year to Date
- Inflows \$ 150,900.01
- Outflows \$ 85,345.61
- Difference \$ 65,554.40
-
- Wells Fargo Advisors Investments
- Value 03-31-2010 \$ 240,369.87
- Value 06-30-2010 \$ 211,514.20
- Value 08-31-2010 \$ 226,943.98
- Value 12-31-2010 \$ 294,060.58
- Value 1-31-2011 \$ 305,071.63
- Barton Endowed Scholarship update: We have made three of the four payments to have this scholarship fully endowed at 52k. A scholarship is presented by the REF annually to a nationally selected candidate.

Treasurer Mackie made the following motion which was seconded by Louisiana President White; *In order to protect the Association from an inappropriate internal or external distribution of funds while allowing for a timely and accurate allocation of funds through electronic means and technology, for any checks equal to or over the amount of five thousand dollars (\$5000.00), the President will be first notified through electronic means by the Treasurer to receive written approval prior to the issuance of any funds over five thousand dollars (\$5000.00).* **Vote 6-0-0-1**, passed with Georgia President Hopp not present at the time of the vote.

Treasurer Mackie made the following motion which was seconded by Director Floyd; *The SEATA Treasurer will be authorized, with prior consultation with the President, to open a Money Market account for the purpose of gaining a better return on our funds during periods of time of low financial activity. Notice of transactions will be monitored through notification of/or prior approval by the President.* **Vote 7-0-0-0** passed.

Treasurer Mackie presented to the Board cost savings measures and recommended updates to SEATA Policy and Procedures from the Finance Committee. Financial statements are available for review by the membership on request to the Treasurer.

8. SEATA Corporate Plan:

Vice-President Green led the Board in a complete review of the SEATA Corporate Plan. The benefits to SEATA and SEATA Corporate Partners were discussed. The impact of a down economy presents challenges to any corporate plan and it was felt that the SEATA Corporate Plan had good fundamentals and there was no need to alter it at this time.

9. Hall of Fame Rings:

During the March 2009 SEATA Executive Board meeting the Executive Board voted to annually review the policy of paying for one upgrade of a 10K yellow gold with crest Hall of Fame ring for current SEATA members who have spent at least 15 years of the certified service in District IX and are inducted into the NATA Hall of Fame. Florida President Lennon motioned this policy be continued. The motion was seconded by Alabama Vice-President Stanton. **Vote** 7-0-0-0 passed.

10. Travel and reimbursement plan for SEATA Executive Board and SEATA Committees:

President Horodyski reviewed the current SEATA travel/reimbursement plan. Mississippi President Wesley motioned and Kentucky President Fuch seconded that; *The SEATA Travel/Reimbursement guidelines be changed so that the room nights paid by SEATA for State Presidents attending the SEATA Annual Members Meeting and Clinical Symposium be increased from 2 to 3, in light of the expectations of the State Presidents at the meeting. The Motion was seconded by Kentucky President Fuch.* **Vote** 3-4-0-0 the motion did not pass.

President Horodyski amended the agenda at this time to accept Committee Reports.

11. Political Action Committee:

Chair Keith Webster presented the following information. 2011 NATA Capitol Hill Day in Washington DC was very successful. It was a good week to be there as there were few other distractions for legislative staff that week since Congress was not in session. The PAC has a new web site and all are encouraged to visit it. He reminded the SEATA Executive Board about the PAC breakfast fundraiser in New Orleans. He will be stepping down from his Chair position at the June NATA meeting in New Orleans.

12. Governmental Affairs Committee:

Chair Tim McLane presented the following information. The SEATA GAC will be running a fundraiser again this year in conjunction with the social in the exhibit hall. He asked the Executive Board members to pass along any other fundraising ideas to him. He asked the State Presidents to check and update if necessary who is listed as the GAC person for their state. Often it is difficult to get accurate and timely reports due to out of date contact information. LMcLane@GAHealth.edu is the best email address to us to contact him or pass along information.

13. StarTRACK Policy:

President Horodyski led the Executive Board through a review of the policies of this program and the commitment made by SEATA and by the participant. After the complete review there was no discussion to alter the policies that support this program. The Executive Board affirms continued SEATA participation in this program as currently administered.

14. Review of Parliamentarian Position:

President Horodyski led a historical review of the position of SEATA Parliamentarian as a nonvoting Executive Board member. Deliberate discussion revealed that the SEATA Board affirmed the value of this position and the defined function it serves.

15. Officers attending another district meeting:

President Horodyski presented the SEATA Board the current policy. The merits of this seldom used policy were discussed. It was the general belief, after a comprehensive review of the policy, that this Board believes it is a good policy and its lack of frequent use should not be the cause of its abolishment. The SEATA Executive Board affirmed the appropriateness and value of this policy.

16. Length of Service on SEATA Finance Committee:

President Horodyski and Treasurer Mackie led a review of the composition and current members of the SEATA Finance Committee. The thoughtful discussion was directed to examine the non-Executive Board Members of this committee. The Board affirmed the current policies that govern and influence the composition of the non-Executive Board members of the SEATA Finance Committee.

17 SEATA Communications Committee:

Director Floyd led a discussion revolving around the issue of the frustration of information not coming to him for dissemination. As SEATA webmaster, eblast author, and newsletter compiler he is very often lacking information from the states to publish. He stated that as Director he knows there are things happening in each SEATA state; however, he often has very little to publish. The names of SEATA members were discussed as individuals to approach and ask for help with information gathering. Director/ Webmaster Floyd expressed his confidence in the technologies use however the lack of information coming to him is where improvement could be made.

18. Committee Organizational Structural and Committee Appointments:

President Horodyski and Director Floyd led a discussion and shared information regarding SEATA Committee efficacy. From this discussion the following votes were taken.

President Horodyski made the following motion that was seconded by Alabama Vice-President Stanton; *The SEATA Memorial Resolution Committee be disbanded.* **Vote** 7-0-0-0 Passed.

Director Floyd made the following motion that was seconded by Georgia President Hopp; *SEATA Committee names will be updated to reflect NATA Committee names.* **Vote** 7-0-0-0 Passed.

19. Change in Fees for Meetings:

President Horodyski led an examination and discussion of the current policy and pricing instituted for the SEATA Annual Clinical Symposium and Members Meeting. After several questions revolving around fees charged by other NATA Districts, other CEU opportunities within District IX and several minutes of discussion the general consensus of the Board is to affirm the current policy and pricing of fees for meetings.

Additionally guidance was provided by the Executive Board to alter the guidelines of the SEATA Corporate Partnership Committee found in B (a)(i) as below:

Every three to five years the Chair (along with the SEATA Executive Board) will consider an increase to the application fees.

20. Bobby Gunn Scholarship

Director Floyd provided a historical timeline of the origins of this scholarship and made the following motion which was seconded by Florida President Lennon; SEATA *renew its current commitment to this scholarship and will continue to be a supporter for this scholarship.* **Vote** 7-0-0-0 Passed.

The Board affirmed the current use of scholarship funds to send a qualified recipient to the NATA annual meeting.

21. Proposal from Dr. Jake Resch:

A brief review of Dr. Resch's innovative proposal for a 'distant learning' type SEATA meeting was lead by Treasurer Mackie and President Horodyski. After thoughtful consideration the Executive Board concluded that, though full of promise and possibilities, at this time SEATA's mission is better filled by continuing the current meeting structure. President Horodyski was tasked to express to Dr. Resch the SEATA Executive Board's appreciation and thanks for the time and resources invested in preparing his proposal and the SEATA Executive Board's hope that future collaborations will be possible.

22. Policy and Procedure Manual Review:

President Horodyski led a discussion pertaining to a review of the SEATA Policy and Procedures Manual. The manual will be looked at to ensure current organizational behaviors are consistent with documented policy and procedures. An example of why this is necessary occurred earlier in this meeting with the vote regarding SEATA distributions of funds equal to or over \$5,000.00. Director Floyd and President Horodyski will assign certain parts of the manual to Executive Board members for review and the expectation is this will be ready for discussion/action at the June meeting in New Orleans.

23. Planning:

President Horodyski encouraged all members to view the 2008-2013 strategic plan, which can be accessed via link emailed by Director Floyd previously, and to note parts of the plan that have been accelerated and to please be beware of these changes and their implications on the future of SEATA.

24. Committee Reports

President Wesley of Mississippi, Chair of the Elections Committee requested any suggestions to decrease apathy, as related to SEATA elections, be forwarded to her as we will have many elections coming up.

President Fuchs of Kentucky and Director Floyd reported that by all objective measures this was the best SEATA Athletic Training Student Symposium ever held. Attendance records were broken for participants in all three tracks, as well as the number of educators registered. A proactive discussion ensued among the Executive Board regarding the inclusion of HOSA and high school Athletic Training students for possible inclusion in future meetings.

Vice-President Green, Chair of SEATA Corporate Partnership Committee, presented a comprehensive report of all exhibitors participating at the 2011 SEATA Members Meeting and Clinical Symposium held in conjunction with Emory University. He explained how 'SEATA' exhibitors, 'Emory' exhibitors, and 'common' exhibitors were classified. He indicated that exhibitor participation was about the same as 2010, which is lower than previous years, but to be 'flat' with exhibitor participation in the economy of 2011 is an achievement that speaks well of our meeting and wisdom to change the site. A review of new exhibitors and reasons others declined invitations was conducted. Additionally it was reported that a new Chair for the SEATA Corporate Partnership Committee will soon be selected for Board action as Vice-President Green will vacate that position in order to focus his efforts on his responsibilities as SEATA Vice-President.

25. New Items:

President Horodyski expressed her thanks to Vice-President Green for his dual service as SEATA Corporate Partnership Committee Chair and that she would want to give the new Chair of the SEATA Corporate Partnership Committee the full support of the Board as they attempt to fill Vice-President Green's shoes and that it may be necessary to grant them some latitude with his committee make up. She noted that Vice-President Green served in the capacity of SEATA Corporate Partnership Committee as a committee of one.

President Horodyski and Director Floyd informed and shared with the Board of some ideas regarding next year's meeting that may require moving the date to achieve maximum cost savings; however that information will not be forthcoming for 24 hours. Additionally the success and issues of the 2011 meeting will play into any decisions the Board will want to make.

President Fuchs of Kentucky initiated discussion that led to the below motion that was seconded by Tennessee President Snoddy; *That SEATA award \$500.00 to the winning Quiz Bowl team to cover travel expense to the NATA Annual Meeting, in the form of an advance, with proper travel receipts to be provide to the SEATA Treasurer no more than 14 days after the conclusion of the NATA Annual Meeting.* **Vote** 7-0-0-0 Passed.

Director Floyd shared with the Executive Board that the NATA office has been looking into the issue as previously discussed of Puerto Rico and Virgin Islands members and their 'state' representation.

There was a discussion on whether SEATA Executive Board member orientation could be made available on line. It was felt that some type of transition education would be of benefit to the new Executive Board member as well as the State they represent.

Director Floyd initiated discussion regarding a welcome/gift bag be provided to NATA Executive Director Doyle and possibly other NATA representatives that are attending this meeting. President Horodyski and Vice-President Green indicated that this was already addressed and completed.

President Horodyski charged Treasurer Mackie and Louisiana President White to secure an appropriate place for the SEATA Executive Board meeting in New Orleans in June of 2011.

President Horodyski, requested additional new business be presented and hearing none declared the meeting adjourned at 9:11 PM.