



Georgia Athletic Trainers' Association

October 2001

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GATA Executive Council

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Message from the President

The 2002 Annual Meeting has been set for January 11th and 12th. This is during the MLK weekend and it was thought that this weekend would be best for the most people. There is often little to no high school sports scheduled on this weekend and many private offices are closed on MLK day (Monday). Hopefully many people can stay for the later sessions on Saturday and not be in such a rush to get home. They can travel, pick up a few CEU's, and cut the grass on Sunday without having to go to back to work on Monday. The meeting will be held once again at the Marriott Century Center and Bud Cooper is in charge of the program as Chair of the Education Committee. I look forward to seeing ALL of you there.

This summer a great foundation was laid with the Georgia Games Commission thanks to the hard work of Andrew Graham and Greg Marr. Andrew and I will be meeting with Eric Pfeifer, the Games Executive Director, to wrap up this year's business and start planning next year's coverage. The CEU course content far exceeded the expectations we had for the first year. The 2002 Georgia Games will be held in Augusta which will present many new challenges; but also some new opportunities for the GATA.

Our midyear financial report is proof that God exists. We are not rich but we are not broke. On January 1st we had total assets of \$4,819 and as of August 19th we had \$17,229. And you thought walking on water was a miracle! We still need to pay Georgia Link for the rest of the year, but will be in much better financial shape than we thought earlier in the year. Much of the increase in our assets can be traced 1) getting our full dues amount for SEATA this year; 2) our membership responding to our plea to them in January and some good hard work on our 'Buried Treasure' program, and 3) Mike Dillon putting the squeeze on any vendor with a heart beat.

At the end of this year, JC Andersen's current term as Treasurer will end. Nominations are open now and should be received in writing by November 15, 2001. The membership will receive a call for nominations, bio's, and a ballot. The voting numbers in the last

election were extremely low, thus we ALL need to get people to VOTE. The next term of office will begin with our meeting in January.

Bruce Getz and Diane King worked hard and set up the Buried Treasure program and I appreciate their commitment more than I can express in this brief article. We will work hard to get the 501C3 status with the IRS that will make it easier to bring new life to the program. The Executive Council also voted to send \$200 to the Region Reps to use as seed money for regional fundraises. There has been some great work done by the folks in Valdosta and Athens and some other pockets but overall it has not exploded like we want. When you are called on to assist in this most important project, please help out where you can.

We have many exciting things on the stove and hopefully by the annual meeting some of these will be finished products. I look forward to seeing you in Atlanta in January.

See you in January--call me if you need me,
Tom Bair
President

2002 Annual Meeting & Symposium

Paul Higgs, ATC/Bud Cooper ATC

The Education Committee has announced the theme for the 2002 Annual Business Meeting and Educational Symposium. Topics for the 2002 meeting will center around the theme of "Developing Athletic Performance". Proposed lecture topics to be included are:

- Developing Interval Rehabilitation Programs for Specific Sports
- Developing Functional Tests - Beyond Isokinetics
- Developing Neuromuscular Control
- Proprioception and Kinesthesia
- Developing Glenohumeral Stability & Rhythm in the Throwing Shoulder
- Where does Chiropractic Care Fit into the Pre-game Plan?

The Friday Laboratory session will focus on "Manual Therapy Techniques - soft tissue mobilization, joint mobilization, muscle energy techniques, combined with specialized massage techniques from 7:00 PM – 9:30 PM. Approximately 10 hours of CEU will be available for attendees. Any GATA member who can refer a speaker for the listed topics should contact Bud Cooper at bcooper@gcsu.edu.

This year's Annual Meeting will be held January 11-12, 2002. The meeting will be held at the Marriott Century Center, the site of the 2001 Annual Meeting. A room rate of \$72.00 +tax has been negotiated at the hotel for GATA attendees. To reserve a room, attendees must call the Connections Housing Bureau at (800) 262-9974 by December 28, 2001. Sessions will begin on January 12th at 8:00 AM and run until 5:00 PM. The 2002 Business Meeting will be held on the 12th as well.

<p>GATA Scholarship Applications Due December 1, 2001</p>
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Darren Gravat (Chair) 706-883-1590

trainerg@mindspring.com

Call for Nominations for the Office of Treasurer

All nominations should be in writing and submitted to Dana Cravey by November 15, 2001. Following the close of the call for nominations, bios of the candidates and ballots will be sent to all certified/licensed GATA members. Nominations may be emailed to Dana at cravey@hughston.com or may be mailed to him at the following address:

Dana Cravey ATC
Assistant Director of Sports Relations
The Hughston Sports Medicine Foundation
P.O. Box 9517
Columbus, GA 31908-9517

Contact Dana if you have any questions about the nominating process or need more information about the position.

PUBLIC RELATIONS COMMITTEE

Andrew Graham ATC

The Georgia Athletic Trainers Association and its associated members have been extremely busy this summer as we continued to market the profession of Athletic Training and provide Athletic Training services and educational opportunities throughout Georgia. Several members' of the GATA provided medical coverage for the Georgia Games from July 14th – 22nd, as well as the Georgia Athletic Coaches' Association annual meeting and All Star Games from July 8th through July 12th at the University of Georgia in Athens.

In addition to the medical coverage of this successful event a host of Certified Athletic Trainers along with other allied health care professionals presented a two-hour seminar, which was put together by Gary Scott, ATC in an effort to educate the coaches on a number of important issues. Guest lecturers were:

- Bud Cooper ATC- Georgia College & State University, Milledgeville, Georgia- Heat Illnesses

- Bruce Getz ATC- Hughston Sports Medicine, Columbus, Georgia- Hiring ATC's on the high school level
- Hank Wright PT, ATC- Regional Sports Care, Athens, Georgia- Return to play issues
- Ross Davis ATC- Pro Therapy, Gainesville, Georgia- Treatment of Basic Injuries
- Ron Courson PT, ATC- University of Georgia, Athens, Georgia- Emergency Management
- Curt Basemore PT, ATC and Gary Scoffield ATC- Quality Strength Training, Norcross, Georgia- Agility and strength training.

Certified Athletic Trainers provided athletic training coverage for 160 athletes during this year's All Star Games. Darren Gravat, ATC – North Football, Chip McCarty, ATC – South Football, Brian Hager, ATC – Softball/Coordinator, Jeff Weems, ATC – North Basketball, and Philip Shaw, ATC – South Basketball. A great deal of appreciation is also extended to the University of Georgia athletic training staff for going above and beyond the call of duty to assist us during the games.

ATHLETIC TRAINER REIMBURSEMENT COMMITTEE

Bruce Getz ATC

The Athletic Trainer Reimbursement Committee continues to hear of the great success that many Athletic Trainers are having in this area. If you are not involved on a personal level and would like to be, please contact Bruce Getz, ATC as soon as possible. We have accomplished a great deal in this area and need to hear about your success. Please let Bruce know what victories you have secured, as well. There are some new developments out there and we are getting stronger in this area. Georgia is a national leader in Athletic Trainer Reimbursement. Without YOUR input and activity this would not be possible.

CORPORATE SPONSORSHIP COMMITTEE

Mike Dillon, ATC

Exhibitors Needed! If you know of any vender or organization that you think may have any interest in becoming a vendor at the annual meeting or in becoming a corporate sponsor please let me know

so that I may contact them. You may contact me at (706) 542-8984 or email mdillon@sports.uga.edu.

HONORS AND AWARDS

Greg Marr, ATC

Nominations are now open for the following awards presented by the GATA:

- Jerry Rhea Athletic Trainer of the Year
- Dr. Jack Hughston Team Physician of the Year
- Warren Morris Sports Medicine Person of the Year

Nominations for all awards are due Dec. 1, 2001.

Student scholarship applications are available on the GATA website and are also due by Dec. 1, 2001.

GATA PARTNERS WITH GEORGIA GAMES

Andrew Graham, ATC

The medical coverage for the Georgia Games gave the GATA and the NATA some well-deserved exposure and recognition. From the Opening Ceremonies to Volleyball nine days later, one hundred events, fifty different venues, and forty-five Certified Athletic Trainers along with other health care professionals covered the events. Our formed partnership with the Georgia Games staff allowed us to be seen and gain the type of exposure that will benefit all in the long run.

The Georgia Games Championship Commemorative booklet that was distributed to every participant, volunteer, and coordinator had a complementary page dedicated to the GATA. We were able to verbally describe what an athletic trainer is, what we do, and the different settings in which an Athletic Trainer would work. A special thank you needs to go out to Greg Marr, ATC – Hughston Sport Relations, Fayetteville, Georgia and Andrew Graham ATC – Quad Graphics, The Rock, Georgia for coordinating the medical coverage. We also need to especially thank Beth Homes MS, ATC and Karen Pfeiffer, ATC - Life University, as they volunteered nine straight days of the time to a very worthy cause. Karen good luck with the baby!

In appreciation for their hard work and dedication put forth during the games, the Georgia Games Executive Committee hosted a free eight-hour CEU course to all medical volunteers that helped out with the games. This educational course was extremely loaded with talented and knowledgeable speakers. We would like to thank Shannon Drake, ATC for putting together such a phenomenal program. We also would like to thank the following guest lecturers for sharing with the volunteers; David Marshall, MD – Lethal Injuries on the Field, Dana Cravey, MS, ATC – NATABOC Examiner Training Workshop, Raj Pandya MD – Management of the Painful Knee, Raymond Hui, MD – Upper Extremity Dissection, John Downs, PhD, DC – Practical Application of Sports Chiropractic, Predeep Sinha, MD – Facial Trauma and Injuries in Sports, Rob Skinner, MS, CSCS, RD – Sports Nutrition, Terry Trundle, PTA, ATC – Proprioceptive Rehabilitation.

WORKING WITH THE INDUSTRIAL ATHLETE

Paul Higgs, ATC

Andrew Graham works in a state of the art facility providing athletic training services for a group of over 1000 highly trained individuals. His athletic training facility is approximately 4000 square feet in size and filled with state of the art equipment. He is supervised by a physician, certified by the NATABOC, and licensed by the State of Georgia to perform athletic training services. However, he never attends a practice or game and also never has to plead with an insurance company for reimbursement of his services. How is he able to do this? Andrew Graham serves as the athletic trainer at Quad/Graphics, a commercial printing company located just outside Thomaston, Georgia.

Graham completed his undergraduate degree at Samford University in 1994 and from there he worked in the clinic/outreach setting before serving as the Head Athletic Trainer at Oglethorpe University. Approximately 1 year ago Andrew began his work in the industrial setting at the Quad/Graphics plant. He is employed by the company and is considered part of the administrative team. He oversees the plant's fitness/rehab center as well as assisting in many of

the plant's safety teams. He coordinates the ergonomic analysis of worker's duties through his certification in ergonomics by the Back School of Atlanta. He is a certified first responder instructor for the plant safety team. In short, he is responsible for making sure the machines and the work demands on the employees are efficiently coordinated—and in the event of an injury—to make sure the employee returns as quickly, but as safely as possible, to that work.

With a certified athletic trainer on-site, the company has been able to save over \$250,000 in workers compensation costs. The employees are seen by a competent healthcare provider, but are not required to leave the plant for their care. They see Andrew in the clinic on-site. He assesses their injury and coordinates with the company physician the best plan of care for the employee. Because Andrew is on-site, the employee is away from work for a shorter time during each session of rehabilitation. Less down time for the employee means less down time in production for the company.

Quad/Graphics is a commercial printing company with 8 plants in the US. Six of the plants have on-site rehabilitation/fitness centers staffed by an ATC. The center is open free of charge to all employees and family members ages 16 and up. With a physician referral, these same dependents may also see Andrew free of charge for their rehabilitation needs.

Andrew likens the industrial setting to an ideal mix of the traditional and nontraditional athletic training settings. He deals with patients each day whose team depends on their strength, talent, and training for success. He has all of the autonomy and challenge of the traditional setting with the set hours and broad-based patient population of the clinical setting.

GATA PARTNERSHIP WITH GSTEP ANNOUNCED

Matt Hinton, ATC

During the Georgia Athletic Trainers' Association meeting at this year's SEATA symposium, a new partnership with the Georgia Spit Tobacco Education Program (GSTEP) was announced. Sue Dodd, director of programs and

education for GSTEP, explained that the program would be working closely with many state groups and welcomed the support of the GATA. Athletic trainers were encouraged to contact Ms. Dodd and become speakers for the GSTEP.

The Georgia Spit Tobacco Education Program is one of several state components of the National Spit Tobacco Education Program and Oral Health America. Public awareness of the dangers of spit tobacco and education aimed specifically at young people, their parents, and their coaches are the prime goals of the program. Volunteer speakers for GSTEP are provided with educational material--posters, pamphlets and videos--and a speaker's kit that includes a Power Point presentation along with speaker outlines for different types of groups.

Through the efforts of the GATA, 15 facilitators have joined forces with GSTEP to present the program across the state. These facilitators are using the information that GSTEP has provided to create an unprecedented awareness of the dangers of spit tobacco in the student-athlete population.

My personal experience in speaking for GSTEP has been a very enjoyable one. After a brief in-service session, I became involved with the public health department in Dalton, which led to a presentation to a youth baseball camp, which was very well received. Since then I have begun working to speak to other groups in the Dahlonega area. I have even found some success in airing a public service announcement on local cable channels.

The quality of informative materials provided by GSTEP is exceptional. Posters are designed to attract the attention of a wide range of youth and have professional athletes, including John Smoltz, endorsing a tobacco-free lifestyle. Pamphlets and video tapes are informative and discuss young athletes that have contracted oral cancer through spit tobacco use. Finally, the support provided by Sue Dodd makes this volunteer experience a worthwhile effort. Sue states that "the GSTEP program is very satisfied and encouraged for future activities," with the GATA.

If you would like to find out more about this program please contact Sue Dodd at (770) 497-9790 or scdodd@mindspring.com.

GEORGIA ATHLETIC TRAINERS ASSOCIATION, INC.
ANNUAL SYMPOSIUM REGISTRATION FORM
JANUARY 11 - 12, 2002 - ATLANTA, GEORGIA

Registration for our state meeting is \$50.00 for everyone pre-registering except students and non-GATA members. Pre-registration is encouraged so we can have an accurate count of those attending in order to plan ahead and keep costs down. Make checks payable To **GATA, Inc.** Please fill out the pre-registration form and mail to: **Paul Higgs, Georgia College & State University, Campus Box 65, Milledgeville, GA 31061.**

Registration must be postmarked by December 28, 2001. Individuals who have not registered by December 28 must register on-site.

Name _____
First Middle Last Name for Badge

MAILING ADDRESS _____
Street Address

City State Zip Code

NATA Membership Number _____ NATA-BOC Certification Number (reqd) _____

Georgia Board of Athletic Trainers State License Number (req'd) _____

ORGANIZATION/INSTITUTION/EMPLOYER _____

	PRE-REGISTRATION	ON-SITE	TOTAL
SYMPOSIUM REGISTRATION			
GATA MEMBER:			
Licensed/Certified	\$50.00	\$75.00	\$ _____
Physician	\$50.00	\$75.00	\$ _____
Allied Health	\$50.00	\$75.00	\$ _____
Student	\$15.00	\$25.00	\$ _____
Student Group Rate (5 or more registrations mailed together)	\$10.00 each	--	\$ _____
SPEAKER	NO FEE	NO FEE	\$ -0- _____
NON-GATA MEMBER	\$75.00	\$100.00	\$ _____
GATA SOCIAL - (Friday evening)			
Participant - Complimentary	# of Tickets <u> 1 </u>	# of Tickets <u> 1 </u>	
Spouse/Guest - \$10.00 each	# of Tickets _____	# of Tickets _____	\$ _____
GATA LUNCHEON - (Saturday)			
Participant - Complimentary	# of Tickets <u> 1 </u>	# of Tickets <u> 1 </u>	
Spouse/Guest - \$10.00 each	# of Tickets _____	# of Tickets _____	\$ _____
METHOD OF PAYMENT	Date Rec'd _____		TOTAL ENCLOSED
Cash () Check ()	Amt Rec'd _____		\$ _____
	Check # _____		

HOTEL RESERVATIONS

The symposium hotel is the Marriott Century Center, 2000 Century Blvd NE, Atlanta, GA 30338. A special symposium rate of \$72.00/night room rate (+12% tax) has been arranged. To make your reservations, please contact the Connections Housing Bureau at **1-800-262-9974**. Be sure to indicate you are with the Georgia Athletic Trainers' Association Convention to ensure the \$72 room rate plus tax. Reservations **must** be made by **December 28, 2000** to ensure room rate. Reservations at the conference rate made after the deadline will be accepted on a space available basis.

A Special Thanks to the Following Corporate Sponsors:



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