



# Georgia Athletic Trainers' Association

March 2003

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## ***“YOU ARE HERE....BECAUSE”***

Kent Falb, ATC—Keynote Address, 2003 Annual Meeting

Thank you Tom.

I had a college professor several years ago who told us “never start your address or lecture with an apology.” Today I will violate that very rule. I first wish to apologize to the GATA because I retired. Why? Because that allowed the Detroit Lions to take from you and hire one of your leaders, a favorite son and a respected athletic trainer. Because of a management decision this man is back where he belongs. If you want to find him all you need to do is drive west on I-285, turn left onto I-75 and stop at the Georgia Tech campus. It is very special to see Jay Shoop today back where he belongs, here in Georgia with his friends and colleagues after that two year hiatus.

Seated at the same table is Jay’s best friend, Jerry Rhea. Very few of you ever knew that I once tried to hire Jerry as my assistant. Jerry chose Atlanta over the Motor City and it was my loss but your good fortune. Think what he has done for athletic training in the state of Georgia, for SEATA and for the NATA while he was President. I will always wonder, however, if Jerry had chosen Detroit, could a “Tweety Bird” and a “Hawk” have coexisted?

I must tell you about the first time I met Jerry Rhea. The memory is forever etched in my mind. He was very dapper in his blue and white seersucker suit with the red and white polka dot bow tie and his new wing tip shoes. But Jerry—those baggy LA Rams white sweat socks really killed your outfit. I must complement Miss Beverly as she has performed many miracles with your wardrobe over the last 35 years.

I was hoping the GATA Athletic Trainer of the Year, Ron Courson, was still here for lunch. I remember also the first time I met that swashbuckling southern gentlemen who was trying to impress

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everyone, especially with his new fancy brief case—the old Wal-Mart shopping bag!

I was also hoping that Dave Pursley, Head Athletic Trainer from the Atlanta Braves would be here today. When I traveled for the NATA I met Dave and the other Major League athletic trainers and was treated like an adopted PBATA brother, a memory I will always treasure. Dave to me was the consummate professional and a role model for us all. We congratulate him on his recent retirement and wish him well after forty seasons in the Big Leagues.

In 1987 it was an honor, privilege and responsibility to address the NATA membership with the Keynote Address in Columbus, Ohio. Today nearly sixteen years later I am going to take speaker “license or liberty” and use the same basic approach, the same basic philosophy, a similar theme, but a different title. Rather than “We are Here.... Because,” I am going to substitute “you” for “we”.

You are Here....Because is a simple statement and more than basic logic. If you are a student of rhetoric you will know that you can use these four words in all four sentence forms—interrogative, declarative, exclamatory and imperative.

You are Here....Because in the interrogative asks the question, why are you here. The answer is not a complicated mathematical formula, nor major political concept or a social phenomenon. Rather, the answer is very simple. You are here **Today** because of people. These people were great and successful leaders. Simply put they were doers—and not talkers. The Georgia Athletic Trainers Association exists and is excelling today because of their leadership and the results they produced. They processed, exhibited and utilized their unquestionable honesty and impeccable integrity. In addition they had a sound work ethic, innate wisdom, a burning passion and an acute vision for athletic training and for their professional colleagues in Georgia.

There were countless men and more recently women like Debra Morris and Lori Mobley that labored to attain yesterday’s dreams, establish today’s goals for the profession of athletic training and the GATA. Tomorrow they and others will continue similar quests, establish greater and more significant goals, not for themselves—**but for you!** Now you must all assist them, not the usual ten or fifteen, but every member of this association.

Today, whether you are a student, a certified athletic trainer or a retired certified athletic trainer you can and you should be extremely proud where your GATA is, what it has achieved yesterday and today, but more importantly what it will successfully challenge tomorrow. Simply because of people, your predecessors and contemporaries who were exemplary leaders, they have set the standards for you.

Now the question arises—what will be your future role? Are you just going to ride the coat tails of other’s labors holding on with your selfishness and apathy? Or, will you add your name to the historical and proud work log and pull your professional oar with unselfish dedication. I am offering you the first challenge today. What chapter or advancement for the GATA and/or the profession of athletic training will you initiate, write and/or champion?

You are Here....Because, in the declarative sentence form should emphasize and focus on the word “Here.” It is not a geographical location or a place in time. Here refers to levels of status, respect and professional standards for athletic training in the state of Georgia and the Georgia Athletic Trainers Association. Your achievements, advancements and successes are respected! Yes, they are even envied by other states and other districts. Your achievements and successes, however, did not just happen. It took those people who were leaders and their labors. Now it is your turn to lead and not just “ride along.”

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As your National President for four years I had the privilege, responsibility and the enjoyment to travel on behalf of the NATA. I want to again thank all of you for that opportunity. This was also a chance personally to observe first hand the goals, current efforts and the achievements of the various districts and several states. Without hesitation I will honestly tell you that it was an educational and revealing experience.

Many of you who know me know my roots in the NATA and athletic training began in the GLATA or District Four. We, excuse me, it is now they think and feel pretty good about themselves. They are the largest district relative to membership, we know they have a large governance system and they have “big time” financial holdings. I am not here in any way to slam or mock my long time friends and professional colleagues in the Great Lakes states. But you, the membership of one state—Georgia have probably done more for your membership and impacted your profession more than many larger and wealthier districts.

Georgia—your leadership lobbied your state legislature and passed the second state regulatory act for athletic trainers in our nation. Your licensure act has long served as the model and standard for every other state regulatory act that has followed.

Georgia—next your lobbying efforts were successful in obtaining legislative action that helps guarantee reimbursement from insurance companies for your athletic training services. This has set the bar and standards for other states to envy, match and to seek to attain.

Georgia---House Bill #1187 allowing Georgia licensed athletic trainers to fill the role of an allied health care provider in all Georgia secondary schools is a huge achievement. No other state has this type of statute.

Georgia---House Bill #1181 passed in 2002 brings your licensing requirements inline with the NATA-BOC and will protect athletic trainers by making it more difficult for other health care professionals to easily enter our noble profession. Now don't you sit there and even try to tell me that you do not have adequate educational capabilities, facilities, or institutions to meet these new requirements. You have five of the finest approved athletic training curriculums in our nation.

Ladies and gentlemen of Georgia, you can, should and need to be proud of what your state association has accomplished. As an outsider I would like to thank your lobbyist for the assistance, guidance and wisdom that they have provided you.

June 11, 1984 Mr. William E. Newell gave his legendary and immortal NATA Keynote Address. In that address he defined professionalism and I would like to quote Mr. Newell. **“Professionalism is a social phenomenon that characteristically sets our modern society apart from earlier societies, it is a process that seeks to clothe a give area with standards of excellence, rules of conduct, a sense of responsibility, and a criteria for recruitment and training.”** That is the exclamatory use of “You are Here....Because” because you are a professional. Professionalism is a standard by which you are judged and you can judge yourself.

The NATA's enactment of the certification process in 1970, the AMA's recognition of athletic training as an allied health care profession and the advanced educational requirements forthcoming from the NATA's Education Council, I believe will establish for you and all of our colleagues new and even greater professional standards.

Your professional standards of excellence, the credential ATC, were achieved only with diligent study. I congratulate you on attaining your certification. But, that achievement also comes with responsibilities. It is also a privilege you must respect and a stature that is to be protected by all who achieve it. The acronym ATC

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is not a yuppie or fashionable clique and don't you ever use it as "slick" buzz word. The credential, ATC, signifies that you have achieved a professional standard and thus you can realistically demand for yourself respect within the health care field and appropriate financial reward for your services.

You are Here....Because, you have attained Mr. Newell's definition of professionalism. Those of us who had the honor to have known Mr. Newell know all too well that he would likely say, "You have achieved a lot and you can be proud." In the next breath he would look you straight in the eye and convincingly say "you...can still be even more."

In the imperative usage of "You are Here....Because" you are here because you are the future. Not just the young, but every member of the GATA. Your mission is to complete yesterday's dreams, establish tomorrow's goals and then to invade and successfully conquer all future goals and challenges.

Diversification in employment setting, I believe, must become the lifeblood and the future framework for the stability of the profession of athletic training. But segregation of the membership by practice setting be it socially, professionally or within the state association cannot nor should it ever be tolerated or advocated. United as one professional membership you will succeed and remain solid. Fragmented you will weaken and eternally struggle.

The economic climate today has produced budget cuts many of which are significant and personally painful. You are here and will remain here because as an ATC you have character and conviction or you are in the wrong profession. You cannot allow yourself any self imposed reduction in your dignity, self worth or personal happiness during these difficult times and circumstances. Sure, they can cut your budget! But they cannot cut your professional and personal worth, carve into your pride or erode your self respect, unless---you permit it to happen.

Today I am offering you the second challenge to everyone in this room and every member of the GATA. Henceforth, look not only at the world, but also look at the lens through which you see the world. You do possess the necessary education, talents, energy and all the other necessary ingredients for success. The future is yours if—you remain united as a state association and believe in yourself individually and collectively. You will succeed and conquer the future if you would forever realize and demonstrate that you are better and more than you think you are. The problem often remains that you do not believe it. You can be proud of yourself when you say, "I am an athletic trainer." ATC does distinguish you as someone special. But you **MUST** first believe it, and then you must practice it with passion and conviction!

Allow me to once again quote Mr. Newell. "Never allow yourself to forget that you that we are all here because we live, work, play and serve on the greatest nation on earth. Seldom do we fully appreciate the freedom and privilege to meet and decide for ourselves what we shall hear, say and do. We are free people, thank God to act to improve ourselves, our profession, the Georgia Athletic Trainers Association and the very society in which we live." You are Here....Because!

***Good luck and good afternoon.***

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**GATA ANNUAL MEETING 2003**

Jeff Weems ATC, Public Relations Committee Chair

On January 17<sup>th</sup> and 18<sup>th</sup>, the Georgia Athletic Trainers' Association held it's annual meeting in Atlanta, GA. In conjunction with the 2003 meeting was a student-assistant athletic training workshop targeted to high school students.

The student-assistant workshop saw 58 high school students in attendance and 4 ATC advisors. Special thanks to Doug Mackey ATC, Mike Gross ATC, Daren Gravat ATC, Gene Kirkpatrick ATC, Dale Krach ATC, Will Sells ATC, and Paige Sells ATC for their willingness to present different topics at the workshop. Topics included: Common Athletic Injuries (Will and Paige Sells), Spine Injured Athlete (Dale Krach), and a Taping Lab (Mike Gross, Daren Gravat, Doug Mackey). Dr. Peter Symbas, MD performed a shoulder dissection with the assistance of Gene Kirkpatrick, ATC. Special recognition is also in order for Lori Mobley, ATC and Andrew Graham, ATC for coordinating the high successful student-assistant workshop.

The GATA Annual Meeting saw a total attendance of 197 and 27 exhibitors representing 16 different companies. Topics and presenters were: HIPPA (David Jones, ATC), Pre-Participation Physicals (LaGary Carter, DA, Mickey McBroom, PA, ATC, Darren Gravat, ATC), Emergency Medical Issues (Ron Courson, ATC, PT), The Female Athletic Triad (Dr. Michael Huey, MD, Joan Reed, ATC), The Asthmatic Athlete (Jeff Allen, ATC), Cardiac Conditions/Sudden Death (Dr. Lee Golusinski, MD), and Environmental Issues (Bud Cooper, ATC).



Students at the inaugural GATA Student Athletic Training Workshop held in Atlanta during the GATA Annual Meeting.

**EDUCATION COMMITTEE**

Chuck Conner, ATC

We would like to thank you for your attendance and participation in the 2003 GATA Educational Symposium and Meeting. This year we had great attendance and you are to be commended for making this year's meeting such a success.

We are in the process of gathering ideas for the 2004 GATA Educational Symposium and Meeting. Our goal is to continue to be able to offer a variety of topics and ideas that provide our membership with valuable information that can be useful in athletic training settings throughout the state. If you have a topic or abstract that you would like to submit, please contact one of us.

**GATA RECOGNIZES ALAN POWELL AS LEGISLATOR OF THE YEAR**

Andrew Graham, ATC

September 24<sup>th</sup> 2002, Athens, Georgia - The Georgia Athletic Trainers' Association (GATA) proudly presented Georgia House Representative Alan Powell of Hartwell, Georgia with The Legislator of the Year Award. The ceremony and reception were held at the Georgia Center on the campus of the University of Georgia. Following the presentation Representative Powell was taken for a tour of The Bull Dog Athletic Facilities. This included the Sports Medicine Facilities/Educational Lab inside the Butts-Mehre building. A special thanks goes out to Mike Ferrara ATC and Ron Courson ATC, PT for their hospitality. Many other Certified Athletic Trainers' from across the state were able to attend the awards ceremony. Gary Scott ATC, Jeff Tanner ATC, Tamera Hunt ATC, Adam Ricks ATC, Warren Morris ATC, Ken Wells ATC, Andrew Graham ATC, Dana Cravey ATC, and Bruce Getz ATC. Arthur 'Skin' Edge and John Bozeman from the Georgia Link Public Affairs Group also were very instrumental in the festivities of the day.

Representative Powell shared that he was very impressed to see the critical role the Certified Athletic Trainer plays in the health and well being of the student-athletes. The technology that is so

prevalent in sports medicine today was also an eye opener for Powell. Representative Powell played a key role in House Bill 1083 being signed into law during the 2002 legislative session. House Bill 1083 provides increased protection for the general public by raising the requirements for an individual to become a Licensed Athletic Trainer within the state of Georgia. The passage of this legislation was necessary to ensure that Georgia's requirements for licensure comply with the standards set forth by the National Athletic Trainers' Association Board of Certification. Representative Powell also shared that he welcomed our ideas and appreciated our support. "Working with Skin and John helped. But you guys placed me in a position that allowed this to transform itself, I was truly impressed with your professionalism and networking capabilities"

### **EMPLOYMENT OPTIONS COMMITTEE**

Bruce Getz, ATC

*(Formerly known as the Third Party Reimbursement Committee)*

The GATA has enjoyed wonderful success in the area of Athletic Training legislation. We are one of the leaders in the nation in the area of Athletic Trainer licensure and insurance reimbursement. This has not come easily, or cheaply. Most of all, this has not come without a great deal of work on the part of many dedicated Athletic Trainers. There are certainly too many to thank individually in this format, and I am certain to leave someone out. If you were involved in ANY way you deserve a huge thank you and a pat on the back. YOU have helped us all get "there".

So, now that we are "there" what does it all mean to you?

Athletic Trainers across Georgia are discovering that they can utilize HB 93 to their advantage. They are seeing patients, submitting bills to insurance companies and getting paid. Yes. Getting paid. Yes. By insurance companies. We even have a couple of pioneers that actually own their rehabilitation clinic. So, the dream that we had so many years ago is coming true.

Now, the question is what do YOU do with all of these tools that are at your disposal? Do you have employment options out there that you never realized? Our committee is now exploring those possibilities. They all fit into the "Athletic Training Reimbursement" concept. To put this into a rehabilitation mode: We are out of the acute phase now and we are ready for the functional activity. This new concept simply takes all of the information that we now have and makes it functional in terms of the employment options that you have.

For example:

- Physician Extender – This is the latest area of expansion for us. You work in the physician office (orthopedics is a natural), see patients, you do patient education, home exercise programs, splinting, casting, crutch fitting, etc. All of your activities are billed as Physician Services. There is no need to become a separate provider ( as in a rehab clinic) because you are simply providing Physician Services.
- Athletic Trainer in the Emergency Room – There are several ATCs around the State of Georgia that have been doing this for quite some time. It fits right into the Physician Extender role. There is a huge need for expert musculo-skeletal evaluation and treatment skills in these facilities. There are also many opportunities at "Acute Care Centers". Free standing emergency clinics. Most of these cannot accept patients that arrive in an ambulance, so the level of trauma is much less than the hospital based ER. This is where most of the weekend warriors end up. What better place for an ATC?
- Industrial Athletic Training – Workers compensation has been a huge supporter of Athletic Training Services for many years. Athletic Trainers have worked inside industry for a long time. It is a natural fit. Look at the workers as "Industrial Athletes" (Dr. Hughston coined that term years ago). Ergonomics is a natural area for the ATC. We have been doing "Athletic Ergonomics" for years by looking at the technique and

body mechanics that are the cause of overuse injuries. Industry is looking for ways to reduce their health care costs. We have the answers for many of them. It is up to you to put it together and get inside the industry to make it happen. We are actually working with a local industry to provide on site Athletic Training Services. If you want to learn more, contact me when you can.

There are more options to discuss. These are the ones that are working right now for many people. I have more questions than answers. If you are working in one of these areas, I would love to talk to you about it. If you have another area of employment that we can explore, we need to talk as well. If you want to discuss any of this information, please contact me.

This is all about us working together to secure our future.



Dana Cravey presents JC Andersen with a plaque thanking him for his service to the GATA as Secretary and Treasurer.

## HONORS AND AWARDS

Greg Marr, ATC

At our most recent clinical symposium held in January the GATA Honors and Awards Committee presented the following awards:

### Scholarships:

High School (\$200.00):

Monica Edison --East Coweta HS

Undergraduate (\$500.00):

Lisa Kimbrough--Valdosta State University

Graduate (\$800.00):

Steven Broglio--University of Georgia

### Awards:

Jerry Rhea Certified Athletic Trainer of the Year:

Mr. Ron Courson--University of Georgia

Warren Morris Sports Medicine Person of the Year:

Mr. Tom Rokovitz--Sports Health Supply

Dr. Jack C. Hughston Team Physician of the Year:

Dr. Maurice Jove'--Gwinnett Bone and Joint Specialist

### New Members of the Committee:

1. Phillip Shaw, ATC-- Coffee Co HS
2. Mickey McBroom, PA-C/ATC-- Orthopaedic Center
3. Jennifer Kingsby, ATC--Memorial Sports Medicine

### Existing Members:

1. Lori Howard--Valdosta State University
2. Greg Marr --Toombs Therapy and Sports Medicine

### Committee Goals:

Our primary goal is to have an inaugural class for a Hall of Fame. Please be on the lookout for more information regarding the nomination for the Hall of Fame. Also, please be thinking about whom you would like to nominate for next year's awards. Our new deadline for award nominations for the scholarships and special awards will be **November 1<sup>st</sup>**. Due to busy sports schedules, we the committee need to have time to meet and discuss the awards. Further information on the nomination process will be passed along shortly! Please feel free to contact any of the committee members with additional ideas for future awards.

**THE WARREN MORRIS GOLF CLASSIC**

**March 29, 2003**

During the SEATA Meeting

**Benefiting Georgia Athletic Trainers Association (GATA)**

6 Airline Tickets Will Be Awarded Just for Being There  
Thanks to The Georgia Games and AirTran Airlines for their generosity

Held during the 2003 SEATA Annual Meeting, Sat., March 29, 2003 – 2:00pm

**What:** Shotgun Start, 4-person Scramble, Golf Tournament

**Where:** Emerald Pointe Golf Club at Lake Lanier Islands Resort  
(Take I-985N to Exit 8 (Friendship Rd.), Turn Left off exit, Go 4 miles to Resort.)  
[www.lakelanierislands.com/frames\\_index.htm](http://www.lakelanierislands.com/frames_index.htm)

**Who:** Registrants, Guests, and Corporate Partners of SEATA/GATA Meeting

**Cost:** \$80.00 per person (includes lunch/dinner/goody bags/range balls)

*\*Great prizes will be given for winners of tournament, longest drive, and closest to the pin*

Corporate Sponsorships

(\* All sponsors will be recognized at the awards ceremony and in all tournament literature)

LUNCH SPONSOR: (\$800.00) 1 TEAM, BANNERS, and HOLE SIGNAGE

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Please Mail the following information & payment to: Bruce Getz, ATC; Hughston Sports Medicine Center; 100 First Ct., P.O. Box 7188, Columbus, Ga. 31908. If you have any questions or comments please call: 706-322-1217 ext. 21 or e-mail Bruce Getz at [bruce.getz@hcahealthcare.com](mailto:bruce.getz@hcahealthcare.com)

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