



VAAT

Health Care for Vermont's Physically Active Population

Spring Newsletter

June, 2009

Message from the President

Greetings VAAT members,

I hope this newsletter finds you enjoying some warmer weather after another snowy, and seemingly lengthy winter in Vermont. As you are well aware the profession of Athletic Training in the state has continued to grow and garnished increased esteem within the allied health and medical communities over the past few years. These recent advances in stature are vastly attributable to our political successes in Montpelier. AT's are now billing for, and receiving third-party reimbursement for athletic training services provided in the clinical setting. Special thanks go to Mike Landsberg for all of his efforts, as well as Vin Faraci and the Third-Party Reimbursement Committee for their work thus far.

As our profession continues to grow, we have seen an increasing influx of young professionals embarking upon careers in athletic training. This is true both at the national level, as well as here in Vermont as evidenced by the demographic breakdown of VAAT members in the Secretaries Report below. This is particularly remarkable because (with the advent of our progressive legislation) the VAAT is at a pivotal point regarding its ability to influence the state of the athletic training profession in Vermont. We are in great need of current and new members to step up to the plate with fresh ideas and an eagerness to do their part and get involved. We are lucky that we reside in such a beautiful and relatively small state (in geographical size as well as population),

characteristics that aid in the efficacy of state associations. Each association, however, is only as strong as its members and their willingness to serve for the greater good of all involved! So please participate as much as you are able!

A large proportion of our membership reports their primary job setting as being in the university/collegiate setting with the remaining half being primarily split between clinical & secondary school settings. Denise Alosa has been working hard to develop a secondary schools committee, however, we have limited setting-specific representation or committee work geared toward members working in the collegiate setting. Please discuss the idea of a specific VAAT committee whose charge would be to help address the needs of VT AT's working in this setting with your colleagues, and contact an Executive Committee member to discuss how this would best be accomplished.

As a final note, my term as VAAT President will conclude this Saturday at our State meeting during the Northern New England Athletic Training Conference. Denise Alosa will assume the role and I will continue my involvement with the association to a much lesser degree as Immediate Past President. Special thanks are provided on page 3 of this newsletter to individuals who have contributed above and beyond the call over the past few years, and have helped elevate the profession in VT to what it is today through their VAAT involvement.

Thank you for allowing me the privilege of serving as your association president!

- Tim

VAAT Mission Statement

The mission of the NATA and VAAT is to enhance the quality of health care for the physically active and advance the profession of athletic training through education and research in prevention, evaluation, management and rehabilitation of injuries. Our mission statement underscores our commitment to education and excellence in athletic training and also emphasizes our dedication to providing quality health care.

Address or Email Change?

To those members who have moved or changed your contact information, we need your help. We receive contact information for our members through the NATA. If yours has changed, please go to the [NATA website](#) and update your personal information by following this [link](#).

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VAAT Executive Committee



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VAAT Membership Card

Your NATA Membership card also serves as your VAAT membership card. New or replacement cards can be printed online at www.nata.org.

SAVE THE DATE!!!

The NNEAT Conference will be held at the Lake Morey Resort & Conference Center in Fairlee, VT on June 12th-13th. Please see below for additional details, or check the VAAT website [NNEAT Conference Webpage](#).

Treasurer's Report

The VAAT remains in sound financial standing with a current account balance of \$11,092.15. Our application to the NATA Governmental Affairs Committee for reimbursement of legislative expenses has been approved for the amount of \$10,000. All expenses related to recent legislative activities in Montpelier and associated lobbyist fees will be covered by our NATA Legislative Grant, which will also include public relations and educational materials being provided to physicians, other health care providers, as well as the general public.

Current outstanding expenses include funds to cover our undergraduate scholarship, public relations (website, exhibit booths, advertisements), and Spring Meeting (Northern New England AT Conference) expenses.

It is important to remind members that the VAAT is your group and that monies are available for Athletic Training Month sponsored activities and other special events. If you have an idea for an event, you may submit a request to the VAAT Executive Board for consideration. All public relations activities are encouraged.

Secretary's Report

Current VAAT Membership Demographics:

Members:

117 current total members.

Male: 53 Female: 64

Member Type:

Certified: 89
 Certified Retired: 1
 Certified Student: 1
 Student Member: 25
 Associate: 1

Educational Level of

Certified Members:

Bachelors: 34 (38%)
 Masters: 53 (59%)
 Doctorate: 3 (3%)

Primary Reported Job

Setting Description:

University & College: 43
 High School: 16
 Clinic: 8
 High School/Clinic: 5
 College Student: 2
 Health/ Fitness: 7
 Pro Baseball: 2
 Other Professions: 6

Membership by County:

Addison: 6
 Bennington: 5
 Calendonias: 2
 Chittenden: 33
 Essex: 0
 Franklin: 3
 Grand Isle: 1
 Lamoille: 2
 Orange: 1
 Orleans: 2
 Rutland: 11
 Washington: 12
 Windham: 6
 Windsor: 6

Age Range of Certified AT's:

20 - 29: 35
 30 - 39: 25
 40 - 49: 19
 50 - 59: 10
 60 - 69: 1

Active VT Licensed AT's: 99
 VAAT Cert. AT's: 89
 % Members = 90%

Work Well Done!

This section serves to recognize members that have helped advance the association and profession of athletic training at the local, state, and national levels through their work with the VAAT over the past few years. Thank you for your efforts & all you have contributed!

Denise Alosa: Denise has served on and off the Executive Committee for more than a decade. During that time she has also served on NATA committees, as medical coordinator of the Vermont City Marathon, educator in UVM's ATEP, and as the sports medicine mainstay at South Burlington HS.

Michael Landsberg: Mike has triumphed our efforts in Montpelier for more than 15 years. Much of our success and continued future progress can and will be attributed to his dedication to the profession. He has also served on the Executive Committee in many capacities, and has recently been appointed as one of the AT Advisors to the Office of Professional Regulation.

Leo LaBonte: Leo has served on and off the Executive Committee as President Elect, President, Immediate Past President, back to President and Immediate Past President again. He has worked with Mike to help champion our legislative efforts, and currently serves as the District 1 Representative to the NATA Governmental Affairs Committee as well as the Head Athletic Trainer at Essex High School.

Executive Committee Members: Denise Alosa, Rebecca Choquette, Vin Faraci, Alan Maynard, Jess Moore, Jim Murdock, and Kelly Tourville: These individuals have served (or are serving) in Executive Committee roles over the past few years and have helped stabilize the foundation of the association. The majority of their work has proven to be thankless, although their efforts have not gone unnoticed! Without their time, commitment, and dedication to the association we would be without structure and organization.

Committee Members: Scholarship Committee - Reese Barber (current Chair), Heather Chernyshov (past Chair), Kelly Tourville, Rob Moylon, Eduardo Hernandez, and Chris Despina. Third Party Reimbursement & PR Committee's - Vin Faraci (current Chair), Mike Landsberg (past co-chair), Leo LaBonte, Chris Poulin, John Stawinski, Jana Hamrell, Heidi McClellan (Chair, PR Comm), Kim Cross, Travis Warmouth, Sarah Johnstone. Honors & Awards Committee: Jess Moore (Chair), and Rebecca Choquette.

I apologize for anyone who may have been inadvertently excluded from this list - it is by no means all-inclusive. All of you help promote the profession through your daily activities, attitudes, hard work, and dedication to the field, and for that I am extremely grateful!!!! Thanks for all you do!

2009 Northern New England Athletic Training Conference

2009 Northern New England



Athletic Training Conference

Please join us this coming weekend for continuing education as well as some R & R with fellow athletic trainers from the region. We have a great educational program lined up, and this conference has always proven to be a great venue for networking.

When: June 12th & 13th

Where: Lake Morey Resort & Conference Center, Fairlee, VT

Course Fees: NATA Certified Members = \$150 (before 06/05/09) includes Fri/Sat conference, refreshment breaks, dinner with Keynote on Friday, cocktail hour Friday evening, continental breakfast Saturday, and lunch Saturday.

Room Rates: \$118 per night for a single or double, \$128 for a triple, and \$138 for a quad.

To download a copy of the conference brochure please click here [NNEAT Brochure](#).

Course Program

Friday, June 12th, 2009

9:00am to 1:00pm: Golf Outing – Greens fees included with room rates (for details, please contact Denise Alosa at dalosa@vtathletictrainers.org)

1:00 - 3:00: Registration

3:00 - 3:45: "Innovative Treatment of Lateral Ankle Instability, a Podiatrist's Perspective" Robert R. Rinaldi, D.P.M.

3:50 - 4:35: "Platelet Rich Plasma Therapy: Applications in Sports Medicine" Peter M. Loescher, M.D.

4:40 - 5:25: "A Multidisciplinary Approach to Treatment of Kinetic Chain Dysfunction" Hank R. Glass, D.C.

6:00 - 7:00: Cocktail Reception

7:00 - 8:30: Keynote Address "Opportunities to Learn Life's Values Through Athletics" Richard A. Farnham

Saturday, June 13th, 2009

7:00 - 8:00: Registration

8:00 - 9:00: "Experiences with Sudden Cardiac Death in Collegiate Athletics" Andrew N. Smith, MS, ATC

9:00 - 10:00: "Low Level Laser Therapy in Sports Medicine" Joseph A. Gallo, DSc, ATC, PT

10:00 - 10:20: Break/Refreshments

10:20 - 11:20: "Current Concepts in Knee Arthroplasty" Bryan M. Huber, M.D.

11:20 - 12:20: "Magnetic Resonance Imaging for the Athletic Trainer" Jay V. Gonyea, BS R.T. (R) (MR) (CT) (ARRT)

12:20 - 1:45: Lunch

1:45 - 2:45: Workshops

"Moral, Ethical, and Legal Issues in Sports Medicine: A Case-Based Approach" Alan M. Maynard, MEd, ATC & Jeremy S. Sibold, EdD, ATC

"Functional Splinting of the Hand & Wrist: Hands-On Workshop" Brenda C. Hilfrank, PT, CHT

2:45 - 4:00: Interesting Case Presentations (presented by regional AT's)

NATA PR Update - May 2009

With the NATA annual meeting just weeks away, we have been gearing up for on-site activity, timely media announcements and press event execution; continuing our news bureau efforts on the trade and consumer front; and planning for our July meeting with the American Academy of Orthopaedic Surgeons on the upcoming 2010 PSA campaign. Highlights are included below:

Total audience reach for April: 9,688,082

1. NATA 2009 Annual Meeting

We are working closely with NATA and lead authors of the inter-association task force statement on "Preseason Heat-Acclimatization Guidelines for Secondary School Athletics," which will be the focus of our on-site press conference in San Antonio. The statement will be published in the June issue of the Journal of Athletic Training. At this stage, we are securing speakers, including lead authors and working group participants Doug Casa, PhD, ATC, Dave Csillan, ATC and Fran O'Connor, MD, AMSSM president-elect. We are also exploring local sports personality attendance and state high school coach association participation, among others. Marje Albohm will provide introductory comments. We are also excited that USA Today Life section reporter Janice Lloyd plans to attend the meeting.

Other elements will include press releases to support:

- New Board of Directors appointments
- New Hall of Fame inductees
- Timely news coming out of the annual meeting
- Other opportunistic activities/on-site meetings with trade publications

2. Journal of Athletic Training

NATA Position Statement: Acute Management of the Cervical Spine-Injured Athlete

We crafted this release for distribution in mid-May. To date, the Pittsburgh Post Gazette (May 27, audience reach: 209,477), MomsTeam.com (audience reach: 250,000) and Health News Digest (audience reach: 1,500,000) have run related stories. We have also followed up with several other media outlets that are reviewing content/holding this for timely insight on related injuries. We are also coordinating an interview with Larry Graf, editor, Managing School Athletics for an August issue.

MomsTeam.com (audience reach: 250,000) also produced several interview videos with JAT study author Doug Glazer on psychological readiness to return to play.

3. Advance for Directors in Rehabilitation "In the game" quarterly columns

We are well underway on several stories for ongoing issues including the following 2009 topics:

- June: Managing triathletes/multisport athletes is now submitted and approved.
- September: Diabetes and sports
- November Concussions in sports

4. Terminology Efforts

Tom Abdenour continued to spearhead appropriate terminology with the major cable and national broadcast outlets during the NBA playoff season. In particular, his efforts with TNT have "paid off" as members wrote into NATA to tell them about the great "athletic trainer" references they heard during games. He also addressed a recent SI.com reporter on poor terminology and continues to champion these efforts.

5. Consumer Placements

- WEB MD, May 31, 2009, audience reach: 2,500,000

We worked closely with reporter Karen Springen on a "how to overcome your fitness excuses and start exercising story" that sourced Marisa Brunett, among other health care experts. Marissa provided timely tips to get up, out and moving – geared to adults and children.

- Wall Street Journal (blog), May 19, audience reach: 2,082,189

Columnist Sue Shellenbarger wrote a timely article on youth sport injuries that can last a lifetime and sourced the recent NATA/AAOS public service campaign on girls and ACL injuries prevention and treatment. Her content was in reference to an Education Week story that we placed last month.

- USA Today, April 5, audience: 2,278,022

Kevin Guskiewicz was interviewed by Life section reporter Janice Lloyd on a story regarding concussions in sports. We worked closely with Janice and she continues to follow this timely health topic.

- San Diego Union, May 18, audience reach: 261,253

Reporter Brent Schrottenboer interviewed Scott Anderson for an article on sickle cell trait and school sports (related cases and prevention/treatment).

- Chicago Sun Times, May 7, audience reach: 312,141

Reporter Janice Lloyd's USA Today story on ACL injuries (which ran in the daily paper in April), was picked up in the Chicago Sun Times as well. This included quotes from Marje Albohm among other health care professionals and addressed the topic of baby boomers and ACL injury prevention and treatment.

6. Trade Placements

- HealthLeaders.com, May 7, 2009, audience reach: 45,000