

January 13, 1969

Mr. William Newell
Athletic Trainer
Athletic Department
Purdue University
Lafayette, Indiana

Dear Pinkie:

I've been working on N.A.T.A. correspondence all day and the longer I worked the more I have found myself thinking about the status of the N.A.T.A. and the Executive Secretary of the organization. There are two factors that have been worrying me for some time and they both became even more apparent, at least to me, after our recent session in Los Angeles. The first factor is that I am fairly convinced now that to do justice to the organization, the Executive Secretary must be, if not full time, at least more Secretary than trainer. To do the things I feel must be done, such as a better functioning National Office, i.e., Placement Bureau, Visiting Districts, Collection of Dues on a National Basis, and time for the Executive Secretary to work more closely with Committees and Allied Medical Organizations, the present set up is not any way realistic. At least, I personally, don't feel that we are being realistic. When we talked with Mike Cleary, these things became much more apparent to me. We discuss the need for a Convention Director, a better Journal, and of doing more in the way of workshops, clinics, District Meetings; it is my opinion that these things must be operated through the National Office. Certainly they can be operated by Committees and appointed or elected individuals, but this leads to a worsening of a situation that already exists. The situation I refer to is that of a breakdown in communications when we have authority delegated to so many over such a wide geographical area.

The second factor that I feel you and I must consider, Pinkie, is that I have never felt completely certain that you actually wanted to step out as Executive Secretary. There is no doubt that your qualifications are every bit as good as mine or anyone else who has applied. I just

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received a copy of an application for the job written by Joe Abraham; you, I believe mentioned that Bud Miller is going to reapply. Now these are both fine people, but I still believe that you, with your background and your feeling for the organization, should do the job. My feelings, as you can see from what I wrote earlier, are that I do not believe the organization can continue to grow and prosper professionally under my leadership, with the time restrictions, financial restrictions, and lack of authority that now exists. No matter how much help is offered and obtained from the membership, it is still not, at least in my opinion, what is needed to develop the organization.

All in all, Pinkie, what I've tried to convey is that I sincerely want you to reconsider the Executive Secretaries post, as I really feel that you can do it better than anyone else in our organization. I hope you will read this and consider what I have written in confidence; but I also hope that you will study this situation and let me hear from you in the near future.

Very truly yours,

JACK ROCKWELL

January 13, 1969

MEMO: To Board of Directors, N.A.T.A.

SUBJECT: Informal Meetings Held at N.C.A.A., Los Angeles, California

At the N.C.A.A. Meetings held in Los Angeles in early January, 1969, the athletic trainers listed below got together for some informal discussion on the topics also listed below:

Athletic Trainers:

Gary Delforge
Bobby Gunn
Jerry Rhea
Bobby Brown
George Sullivan
Warren Ariail
William Newell
Jack Rockwell

Topics Discussed:

- (1) The work being done by the Ad Hoc Committee on Reorganization was discussed. The Committee Chairman, Bill Chambers, will present a report within the next thirty days which will be sent on to all the Board Members.
- (2) The N.A.T.A. Journal was the next topic for discussion. Amongst those present, and it is believed a large portion of the membership, there is a great deal of dissatisfaction with the Journal as it now stands. The need for an Editorial Board was discussed as well as the possibilities of changing publication firms. The present contract runs through the fourth issue of this year. There have been several omissions in recent issues and the general layout has not been on as high a level as we would hope for.
- (3) The status of future Annual Conventions was discussed, the main point of discussion being the need for an appointed or elected member from the National office being named Convention Director. This Convention Director would then be in complete charge of the mechanical workings and physical facilities for the Convention, and would work in close liaison with the Exhibits Director, and the Program Director, who would still be appointed by the District holding the Convention. The hope would be that in this manner we could have better continuity and less problems as the Convention grows larger each year.

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- (4) The matter of Student Trainer organizations in States or Districts was discussed. The development of these groups is to be commended to a point. There is little doubt that the National and the Districts have, in the past, not done enough for the High School Trainer. The statement above should read that in most cases the Districts and National have not done enough for this Classification. So to see these groups organize for the dissemination of information and to better themselves as trainers is excellent. Our point of discussion centered around the fact that these trainers should be members of our organization, primarily as Student Members, but in some cases, they will qualify as Associate, or Active Members.
- (5) The next matter discussed was that of a permanent Placement Bureau being established and operated as a function of the National Office. This is a necessity in the very near future.
- (6) A discussion of establishing a standard District dues rate throughout the country was next on the agenda. The idea here would be that all dues would be billed and collected through the National Office and then the District would be reimbursed for the number of District members who had paid their dues. It is simply a more business-like way of handling the dues, with central billing and better comprehension of the individual member's status.
- (7) Pinky Newell explained the realignment of the Professional Advancement Committee into two sections. This has been done to allow one section to work directly on the School situation, where the other section will work directly on the Examination portion of the Committee's work.
- (8) Mr. Michael Cleary, Executive Director of the National Association College Directors of Athletics, met with us for a very informative session. Mike made some excellent suggestions and offered some advice on several matters which will be studied between now and June.
- (9) In addition to the resume of the session in Los Angeles, I would appreciate your suggestions, ideas, problems in regard to the Agenda for the Board of Directors Meeting in June. I would like to formulate the Agenda in the next month so that you will have it in plenty of time to study and evaluate before the Board Meeting takes place.

If there are any questions, suggestions, etc., please write or call and let us know.

JACK ROCKWELL

National ATHLETIC TRAINERS ASSOCIATION

N.A.T.A. DIRECTORS

DISTRICT 1:

Connecticut, Maine, Massachusetts,
New Hampshire, Rhode Island, Vermont
FRITZ MASSMANN
Boston College
Chestnut Hill, Mass. 02167

DISTRICT 2:

Delaware, New Jersey, New York
Pennsylvania
FRANCIS J. SHERIDAN
Lafayette College
Easton, Pa. 18042

DISTRICT 3:

Maryland, North Carolina, South Carolina,
Virginia, West Virginia, District of Columbia
JOSEPH GIECK
University of Virginia
Charlottesville, Va. 22903

DISTRICT 4:

Illinois, Indiana, Michigan, Minnesota,
Ohio, Wisconsin, University of Iowa,
Marshall College
ALAN HART
Ohio University
Athens, Ohio 54701

DISTRICT 5:

Iowa, Kansas, Missouri, Nebraska,
North Dakota, Oklahoma, South Dakota,
University of Colorado
BRUCE MELIN
Washington University
St. Louis, Mo. 63130

DISTRICT 6:

Arkansas, Texas
BILLY PICKARD
Texas A & M University
College Station, Texas 77843

DISTRICT 7:

Colorado, Montana, Utah, Wyoming,
Arizona, New Mexico, Idaho
GARY DELFORGE, Chairman
University of Arizona
Tucson, Arizona 85721

DISTRICT 8:

California, Nevada, Oregon,
Washington, Hawaii, Alaska
RICHARD VANDERVOORT
Washington State University
Pullman, Wash. 99163

DISTRICT 9:

Alabama, Florida, Georgia, Kentucky,
Louisiana, Mississippi, Tennessee
CHRIS PATRICK, JR.
Mississippi State University
State College, Miss. 39762

DISTRICT 10:

Canada
BOBBY HAGGERT
Toronto Maple Leaf Hockey Club
Toronto, Ontario, Canada

PROGRAM CHAIRMAN

ALAN HART
Ohio University
Athens, Ohio 54701

EXHIBITS CHAIRMAN

WARREN ARIAIL
New Orleans Saints Football Club
New Orleans, La. 70130

EXECUTIVE SECRETARY

JACK ROCKWELL
3315 South Street
Lafayette, Indiana 47904

January 27, 1969

ASST. EXECUTIVE SECRETARY

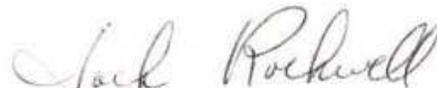
TOM HEALION
Indiana University
Bloomington, Ind. 47401

Mr. Bobby Gunn, Head Athletic Trainer
Athletic Department
Lamar Tech
Beaumont, Texas 77705

Dear Bobby:

Good to talk with you on Sunday. Boy the N.A.T.A. stuff has really piled up in the past ten days. I'm enclosing a copy of the letter I sent Pinky. We had a long talk about it and reached a good understanding, he couldn't take it back if he wanted to. As to my feelings about the Full Time Executive Director, they are still the same, it's got to be. Let's talk it over in Houston, I want to talk about this Charles Slack with you too.

Very truly yours,



JACK ROCKWELL

1969 Annual Meeting—Cincinnati, Ohio
Netherland Hilton Hotel—June 9, 10, 11

January 29, 1969

TO ALL BOARD MEMBERS N.A.T.A.:

On January 19, 20 and 21st, 1969, your Executive Secretary met with the members of District 1 and 2 at their annual E.A.T.A. Meeting in Philadelphia. The turnout was excellent, they had a fine program and also had a great group of exhibitors. Before speaking to the entire gathering at their Business Meeting, I met with the members of each District in their individual meetings. At these two meetings, I asked the members to present any questions they might have pertaining to N.A.T.A. business present or past. The questions asked are as follows:-

1. The reasons for and legality of the dues increase. (See attached sheet sent to all Members)
2. The reason for the lack of reader content in recent issues of the Journal.
3. The possibility of changing the vote from a one vote for each District to a vote established along the lines of a popular vote.
4. The possibility of combining the Eastern portion of District 10 with District 1.
5. Why a National meeting had not been held in Districts 1 or 2 since 1954?
6. Has the N.A.T.A. done anything about establishing guidelines for trainers' salaries at all levels?
7. Has the N.A.T.A. done anything about requiring High Schools to hire a trainer, if said High School is maintaining an Athletic program?
8. What has the N.A.T.A. done about establishing Certification for Athletic Trainers and also what has been done about Accreditation of Schools?
9. What is the status of the N.A.T.A. in the eyes of the A.M.A.?

These questions were answered to the best of the Executive Secretaries' ability. The lack of understanding exemplified by the questions asked, is due, I believe, largely to a break down in communications. These communication breaks can best be remedied by reorganization and the hiring of a Full Time Executive Director.

I hope all of you will think about these two matters and let your Executive Secretary know your thoughts. I hope to present a preliminary agenda to you all in mid-February so any ideas you have should be sent to me as soon as possible.



Jack Rockwell

January 29, 1969

TO ALL MEMBERS N.A.T.A. :

While visiting recently with the E.A.T.A. Members at their annual Meeting in Philadelphia, the question of the legality of the dues increase was raised. After investigation and consultation, it was decided that the dues increase was handled properly by the Board of Directors at the Houston Meeting.

The question that arose was that of Article IX - Amendments, Section I:

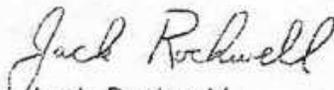
These By-Laws may be amended at any annual meeting by a two-thirds majority vote of the active members present without previous notice, provided said amendment has been approved by the Board of Directors of the Association.

Article IX - Amendments, Section I, was changed at the Eighteenth Annual Meeting held in Columbus, Ohio. The change made by a vote of the Board of Directors was as follows:

Article IX - Amendments, Section I

These By-Laws may be amended at any annual meeting by a majority vote of the Board of Directors of the Association.

Thus the action of the Board in raising the dues came within the update framework of the N.A.T.A. Constitution and By-Laws. I hope this answers everyone's questions, and I am sorry there was this misunderstanding. Too often all of us become confused over issues through a lack of communications. I hope that in the future, communications throughout the N.A.T.A. will always keep you informed on an up-to-date basis on all situations and problems that come before the N.A.T.A.


Jack Rockwell

Executive Secretary
National Athletic Trainers Association

SOUTHWEST ATHLETIC TRAINERS ASSOCIATION
DISTRICT 6 - NATIONAL ATHLETIC TRAINERS ASSOCIATION

VERNON ESCHENFELDER - PRESIDENT
1723 PECAN LANE
HOUSTON, TEXAS 77417

JAMES DODSON - EXECUTIVE SECRETARY
MIDLAND HIGH SCHOOL
MIDLAND, TEXAS 79701

BILLY PICKARD - NATIONAL DIRECTOR
TEXAS A & M
COLLEGE STATION, TEXAS 77840

BIB WEAVER - VICE PRESIDENT
LUBBOCK PUBLIC SCHOOLS
LUBBOCK, TEXAS 79413

LOGAN WOOD - PUBLICITY DIRECTOR
2020 MANGUM
HOUSTON, TEXAS 77018

2/5/69

Dear Jack:

The following is a brief report on the work I have done on the subject of reorganization. It is brief for several reasons. First, I never heard from the committee chairman. Secondly, many ideas which I had were discussed at the informal meeting in Los Angeles. Third, many of the groups I contacted have very little to offer us for improvement. However, it is my feeling that the excellent structure of the Dental Association would be worth studying and adopting on a smaller scale. Also, the American Society of Medical Technologists and the American Registry of Inhalation Therapists are rapidly growing and are well set up on their education requirements. They have established working programs with schools all over the country and I feel we should follow their examples as rapidly as possible. I also believe the adoption of the Instructions for Preparation of Committee Reports by the Michigan State Dental Association should be adopted for our group. This might improve the workings of these committees and it gives a clear and precise set of instructions which would let each committee know exactly what was expected of them.

The following is a list of suggestions:

1. Creation of Membership records committee- function: maintenance of biographical records of all members, compile and publish a directory of more detail, work with each districts membership committee to assure that membership is being dealt with according to NATA regulations.
2. Creation of a Bureau of Public Information: to receive direction from Ex. Sect., responsible for Asst.'s public relations program, to advise local districts on any aspects of public relations, aid officers of Asst. in performance of duties as spokesmen for the Asst., assist other committees, etc. in their public relations functions, to achieve among the public a better understanding and appreciation of Athletic Training in all its aspects, to publish an information bulletin or pamphlet on training to answer individual requests for information on the profession.
3. Creation of a Legislative Committee- purpose: for study of future licensing, similar to the Physical Therapy Asst., to be first done on an NATA Committee basis and then establishment of Legislative Committees on an individual State basis, set-up through the district in which the individual belongs.
4. Creation of Certification Exams Committee- purpose: to establish a national exam comprising various aspects of academic and practical work. This test to be administered by district sects. for the present.
5. Creation of Committee on Athletic Training Education- The broad duties of the committee are to act as the agency of the Training profession for studying and evaluating the status and problems of Athletic Training education and to make recommendations for improvement of education. Also, to administer the program for accreditation of schools for the study of athletic training. This will include inspection and evaluation of schools to determine if the academic and other requirements for NATA certification are adequate.

1969 Annual Meeting - Waco, Texas

BIB WEAVER - PROGRAM CHAIRMAN
LUBBOCK PUBLIC SCHOOLS
LUBBOCK, TEXAS 79413

BILLY PICKARD - EXHIBITS CHAIRMAN
TEXAS A & M
COLLEGE STATION, TEXAS 77840

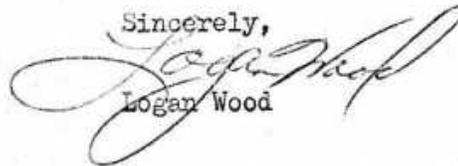
DAVID HUFFSTEFLER - HOST TRAINER
BAYLOR UNIVERSITY
WACO, TEXAS 76798

6. Convention Program Permanent Committee- this has been discussed so I will skip it.

7. Equalization of Representation on Board of Directors- purpose: to give equal representation to various levels of Athletic Trainers and voting power on Board in accordance with number of members per district. Example: a district with X number of members on the high school level would be entitled to a representative from that level from that district. The college and pro trainers would combine for one representative on the board from their respective district. The details as to number of members required for this seat on the board would have to be worked out. But without such equal opportunity for all levels, the active membership classification will not mean full rights for all members.

I did not receive a copy of our certification program as I asked for, so I unable to comment on that part of our program.
Hope to see you this summer,

Sincerely,

A handwritten signature in cursive script that reads "Logan Wood". The signature is written in dark ink and is positioned above the printed name.

Logan Wood

Eastern Athletic Trainers Association

JOSEPH BLANKOWITSCH, President
Freedom High School
Bethlehem, Pennsylvania

EUGENE LONG, Vice-Pres.
Hamilton College
Clinton, New York

JOSEPH ABRAHAM, Sec.-Treas.
Hobart College
Geneva, New York



FRITZ MASSMAN
Boston College, Boston, Mass.
National Director District #1

FRAN SHERIDAN
Lafayette College, Easton, Pa.
National Director, District #2

Feb. 5, 1969

Mr. Jack Rockwell
Athletic Trainer
St. Louis Cardinals Football
St. Louis, Mo.

Dear Jack:

I want to take this opportunity to personally express my gratitude for attending our E.A.T.A. Meeting in Philadelphia. I know I express the sentiments of all our membership. It was great to meet a representative from National and get policy statements first hand. Lack of communications certainly has been a problem.

Now about the dues situation. I guess that I was the thorn in your side. After discovering the dues were to be raised to \$25.00 by 1971 I questioned the authority of the decision. Jack I still do question this authority. How can the Board of Directors change a By-Law without a vote of the active members, whether the meeting was in Houston or Columbus? I have two things that are bothering me. One is the autocracy of this movement. The other, which goes right along with the firsts, is the apparent failure to get representative vote by members of ALL DISTRICTS.

When N.A.T.A. fails to continuously rotate their meetings throughout the country they also tend to limit the policies made to a specific geographic group. For instance last year at Houston E.A.T.A. was represented by 9% of its total membership. Of this 9% in attendance 20% represented professional teams. Our two District Reps came into the Directors Meeting negative to the dues proposal. This didn't make much difference nor would a majority vote of the membership present if it had been taken. I don't feel that the best interests of District one and two were given due consideration in this instance.

Were given same consideration as all Districts.

*Call DeLoe
or Sumner*

*NOT
TRUE*

Eastern
Athletic Trainers Association

JOSEPH BLANKOWITSCH, President
Freedom High School
Bethlehem, Pennsylvania

EUGENE LONG, Vice-Pres.
Hamilton College
Clinton, New York

JOSEPH ABRAHAM, Sec.-Treas.
Hobart College
Geneva, New York



FRITZ MASSMAN
Boston College, Boston, Mass.
National Director District #1

FRAN SHERIDAN
Lafayette College, Easton, Pa.
National Director, District #2

page 2

*Call Eugene
or
Dulforge*

Jack I want you to know that I personally am not opposed to a dues raise per sec. I know that it is a must. I do question the manner in which it has been approved and in the amount it has been raised. I think very little consideration has been given to the financial plight of our Associate Membership and to some of our high school trainers WHO CAN NOT AFFORD \$25.00 per year. I hope that the Board of Directors will give this some serious thought.

I am aware that many of our problems are to be associated with active growth. Things have come along way in the past ten years. I look forward to them going alot further in the next ten. We in E.A.T.A. are VERY ANXIOUS to make any and all contributions we can toward that continued growth. We are proud to be a part of N.A.T.A. and will move in your direction. I hope that I havn't given the impression that we are mavericks. Eastern is very aware of the tremendous job National is doing for the profession. We want to be an intergal part of this organization. I know you hear us.

Keep up the good work. You are faced with a hellava job. If there ia anyway that Districts one or two can be of help please let me know. I hope to see you before next January. If not please accept the cordial invitation to attend the 1970 meeting of the E.A.T.A. at Grossinger's. (With the Mrs. of course.)

Sincerely,

EML
Eugene M. Long
Athletic Trainer

EML/msn

Copy to: Fritz Massman
Fran Sheridan

March 11, 1969

Dear Jack:

I hope the enclosed information will be of some help. I did not break it all down since much of the information is already condensed. The information on Recreation and Park Asst. and Inhalation Therapist is pretty skimpy and I don't believe well be of much benefit anyway. However, the fact sheet on the Medical Technologist is interesting.

I have already given you my views but on reorganization, I would like to put forth one more thought. Nearly all, if not all para-medical professions are sponsored to some extent by the American Medical Asst. or a branch organization. For example, the American Registry of Inhalation Therapists work with the American College of Chest Physicians, American Society of Anesthesiologists, and the American Asst. for Inhalation Therapy. The Medical Technologist are associated with the American Society of Clinical Pathologists and their schools are accredited by the Council on Medical Education of the AMA. ~~I think we should do something similar if we are able.~~ I suggest we become associated with the American Academy of Orthopaedic Surgeons if at all possible. We would not be giving up the right to run our own organization, nor would we be taking orders from another group. We would be working with the Academy of Orthopaedic Surgeons mainly on such items as academic pursuits and accrediting programs. I think such an association would be of great benefit and might be worth discussing.

Concerning your letter of March 3, 1969, I think you have some very good ideas on an information bureau. To go over the briefly: 1. Liaison with press ~~at~~ annual meeting, this should be in cooperation with local trainer in charge of convention for local coverage. 2. Developing a brochure, I think we should have one and include in it requirements for the certification program, type of jobs available in training, some of the research on trainers which was done a few years ago, and prospects for the future. The first pamphlet should be approached conservatively from the standpoint of content and cost. 3. Correspondence with Allied Assts., I think this is extremely important. The bureau should be on all Allied mailing list and file general information and send out notices of allied meetings or clinics when they are open to trainers. 4. Lists of speakers, I think this is a good idea. Perhaps some of this could be done through membership committee and copies of biographical backgrounds could be forwarded to bureau. Along this line, someone needs to be keeping records or history on our Annual Meetings. This would include speakers and topics and in this manner, the program chairman would have this information to avoid repeating a subject or speaker too often.

I think the bureau, if it is created, should have a small budget of its own. This would cover cost of printing and mailing a pamphlet. Also, to do this properly the bureau should have stationary, an inexpensive filing system, and other small items that might come up. The bureau should of course be required to keep receipts.

I hope I've helped in some way,

Sincerely,

Logan Wood

March 19, 1969

TO ALL BOARD MEMBERS:

Enclosed you will find a copy of "Instructions For Preparation of Committee Reports."

This instructional sheet is a copy of one put out by the Michigan State Dental Association. The sample report on the back is an exact copy of their sample report. Certain changes have been made in the instructional sheet that make it more suitable to our needs.

I will greatly appreciate your studying this instruction sheet and considering it for adoption. It will be discussed at our first board meeting in Cincinnati.

Jack Rockwell
Executive Secretary

JR:mm

NATIONAL ATHLETIC TRAINERS ASSOCIATION

INSTRUCTIONS FOR PREPARATION OF COMMITTEE REPORTS

These instructions apply to all committee reports prepared for the Board of Directors. Please read these instructions carefully before preparing your report. If instructions are not followed in detail, the report will be edited to meet standard editorial requirements.

Responsibility for Reports

It shall be the duty of the chairman of each committee to supervise the preparation and submission of all reports to the Board of Directors. However, the chairman may request assistance in this duty from the committee's secretary, other members, or staff assistant.

Submission of Reports

Each committee shall submit, through the Association's National Office, a minimum of one written report to the Board of Directors each year. This requirement shall be rigidly enforced even though a committee's report may state that the committee has had no meetings or activities since submission of the last report. It is a policy of the Board of Directors to require all committee reports to be presented to the members of the Board in writing through the Association's National Office in advance of the meeting at which the report is to be considered.

Time of Submission of Reports

Committee chairmen will always be notified at least 30 days in advance of meetings of the Board of Directors so that a committee may prepare a written report for the Board. The exact date which will be the deadline for receiving reports for a specific meeting of the Board will be made known to all committee chairmen well in advance by the National Office.

Approval of Reports

The committee chairman must approve a report for the Board of Directors. The chairman has full responsibility for securing approval of the report from other members of his committee though the report need not be signed by them unless the chairman so desires.

Presentation of Reports

Since written reports are sent to the members of the Board of Directors in advance of Board meetings, reports are not ordinarily presented to the Board personally nor are they usually read at Board meetings. However, any committee chairman or member has the privilege of commenting orally on a written report at the time the report is under consideration by the Board. It is desirable for the chairman or members of a committee to be in attendance at a meeting of the Board considering a written report from a committee, especially if the report contains recommendations.

Form and Style of Report

For your information, a sample, outline committee report is included with these instructions. It is important that your report conform very closely to these instructions. Only one copy of a report is required, but it must be typewritten, double spaced, on regular letter size paper. Leave adequate margins at top, bottom and on both sides of each page. Use the style and form of the sample, outline report included with these instructions. The heading on the report should contain the name of this Association on the first line, centered, and the name of your committee on the next line, centered in caps and underlined as follows: REPORT OF COMMITTEE ON MISCELLANEOUS BUSINESS. The third line should contain the date that the report is submitted.

Content of Report

Do not clutter up your report with long discussions of unimportant matters. Report what your committee did and what it wants done. Each subject in the report should contain an underlined sub-head indicating what that portion of the report is about. Do not report on the same subject in three or four places in your report. The report should not be in the form of minutes of your meeting. Tell all there is to tell about one subject under one heading. Keep your report brief and to the point. Check the accuracy and completeness of names and titles in the report. All committee reports should have a sub-head "Meetings" which should indicate the last meeting of the committee and names of the members in attendance, or should state that the committee has not met since submission of the last report. If a committee has been given a specific assignment by the Board of Directors, the report should also contain a sub-head "Assignment from Board of Directors", which should state briefly what the assignment was.

Recommendations

If your committee wishes to secure action on any matter by the Board of Directors, your report should contain a sub-head, "Recommendations," placed at the end of your report. Each recommendation should be listed separately. If your report does not contain recommendations, a sub-head, "Recommendations," placed at the end of the report should still be used and the wording under the sub-head should be as follows: "This report is informational in nature and no recommendations are submitted." All recommendations should be specific, stated briefly, to the point, and call for action. If no action is called for, it is not a recommendation. Although not mandatory, it is desirable for all recommendations to be placed in resolution form.

Assistance on Form of Report

The Association's National Office will give assistance on the form and style of a committee report on request.

May 2, 1969

Mr. Jack Rockwell
Athletic Trainer
St. Louis Football
Cardinals

Dear Jack;

At the outset let me set the record straight in everyones eyes. If you will reread my "rational letter" you will find this statement "PRESENT BOARD OF DIRECTORS AND THE SECRETARY". I at this time still include myself as a member of this board and include myself, the rest of the directors and you, all of us as a group, not as individuals. I would hope and assume that from this point on my dealings with and for the Board will be on and represent the "Board and Secretary" as this group and not individually.

The items I questioned are those which I feel WE as a group must be able to answer to our members. Here again I did not observe that Cramers did not advertise in the Journal, but I readily agree that your point is well taken. Therefore we should include that also and be able to come up with some answers.

I had a long phone conversation with Bobby Gums and although he did not say as much I felt that his impression of what I had to say was taken about like you took same. After you digest this note I hope that you will be able to feel more kindly toward us and even if you disagree completely with the points that I make I would hope that you would understand my view.

1. I readily agree that I do not understand the complex matters involved in the printing of the Journal. Had it been possible to make a note somewhere that the Journal was delayed in printing and this accounted for it being late, would have helped. But again since it is not an easy matter to publish such a Journal and we feel our people do the best they can, then a note in the next Journal explaining the delay due to printing should satisfy these questions.

2. The point that "Hits and Pieces" is still valuable may be well taken, but the Board said that this "shall be Deleted". And I will NEVER accept it any other way. It would be the same thing if the Board passes a dues increase and some members decided that they shouldn't pay, don't pay and are still members. The Board raised dues a while back and last year said "Hits and Pieces" shall be deleted. I don't feel you have a responsibility to rediscover why the recommendation to delete was approved. The fact is it was and until revoked is law as far as I'm concerned.
3. I don't see that the fact that the Program Director did not get the program to the Journal Editor in time was cause for omission of the fact that the NATA meeting was going to be held in June. We may or may not have another Journal before June, but that is neither here nor there, the meeting is in June and people need to make plans.....

Jack, I thought a long time before I mailed that letter to you and only because of the two words "Slip-shod". I realize that you might question the use of these as not being reasonable or rational. That well could be, if I have personally offended you or any of the other Board members I here by apologise to you and to the rest of the Board. But I don't apologise for the questions I have raised other than the point about the Calendar and I feel the point raised was good but answered.

I know we have many many problems much more complex than those I have brought up. But HOW in the world can we wussy hope to have a recognized certified sound group of professional men, in an organization worth what we are all working for, if we can not keep the details of our present group up to the standards we all are striving for.

Well may it be that I am in the wrong road and over the wrong fence and headed in the wrong direction, but if so then the rest of the Board and the Secretary, will be able to set me on the straight course and all trainers will be better off.

Certainly I'm not a banner carrying, Campus crusader, well that they all end up in jail, but I do want to be a part of a great organization, and it is not my nature to see something I disagree with and just sit around and say, oh well.

I will call you next week and hope that you will talk to me, and again, my remarks were and are not questioning your qualifications, they are above reproach, if my saying so makes any difference.

Sincerely yours,

Billy Pickard
Athletic Trainer

BP/jr

Billy
This was my answer -
I hope this kinda makes
things right! Billy

November 3, 1969

MEMORANDUM TO: BOARD OF DIRECTORS

FROM: JACK ROCKWELL

It is with regret that I have to send this letter. My reason for regrets is that after polling the Board of Directors, I find that we would be unable to have a quorum at the proposed meeting in Washington, D.C. during the N.C.A.A. meetings. Due to various facts, six members would be unable to attend the proposed Board meeting. I would hope that in future years the N.A.T.A. will be in financial shape to cover the travel expenses of the Directors to a mid-year meeting. It is my feeling that two Board meetings per year are essential to the continued growth of the N.A.T.A.

I plan to attend the Joint Commission meeting and the general sessions of the N.C.A.A., so if any of you are there, I hope we will be able to get together for some informal sessions. I will be staying at the Statler Hilton.

Early in December you will be receiving information pertaining to items that were to be discussed at the Board meeting. Some of these items will require further discussion before a vote, while others can be handled by a mail vote. Probably the most important item is the Reorganization plans. Dick Vandervoort is having the finalized version of the Committee report on reorganization printed up in booklet form. I will get copies of this report to each of you as soon as it is available. Your evaluation and ideas on this report will be extremely important.

Again, I'm sorry that we could not hold a mid-year Board meeting, but I will attempt to keep the lines of communications open and busy.

Jack Rockwell

November 25, 1969

TO: BOARD OF DIRECTORS

FROM: JACK ROCKWELL

Up to the present time, we have not been getting a great many of the "grandfather" clause applications forwarded to the office. As you know, we only have until December 31, 1969 to get these in.

If at all possible, each district should get them in at once as we do not want to leave anyone out. If any member does come under this "grandfather" clause, we would like to have them admitted to Active membership as this is the last time it will be possible.

Chuck Medlar, Chairman of the Olympic Selection Committee, must have nominations from each district by December 1. He has not received any so far so please send these just as soon as possible.

Thanks.

February 10, 1970

TO: DISTRICT DIRECTORS AND DISTRICT SECRETARIES

Because of problems that have arisen, we have allowed some of the Districts to go beyond the December 31, 1969 deadline on submitting your lists for consideration under the "grandfather clause" resolution.

We must get this wrapped up very soon. It would be appreciated if you would get all applicants papers to the National Office before March 1, 1970.

Thanks in advance.

Jack Rockwell

February 13, 1970

This letter is written as a brief progress report of the work being done within the National Athletic Trainers Association at the present time. As an allied organization we in the N.A.T.A. are vitally interested in the work being done by your organization and hope by way of this report to increase your awareness of the work we are attempting to complete.

Since 1956, the Professional Advancement Committee, William Newell, Purdue University, Chairman, has been formulating Procedures for Certification and developing an Approved Curriculum for schools of higher education. In June, 1969, at our Annual Meeting, the Board of Directors and the membership approved both the Procedures for Certification and the Curriculum program. Copies of both of these programs are included with this letter. The Board of Directors then gave approval to Sub-Committee Chairman, Lindsay McLean, University of Michigan, to contact and work with the Professional Examination Service, of the American Public Health Association, in the development of Certification by examination of prospective athletic trainers. This has been done and the examination will be available for use in the summer of 1970.

At this same Board meeting, Sub-Committee Chairman, Sayers Miller, University of Washington, reported that four schools had met all of the curricula requirements and were approved by the N.A.T.A. as having an approved undergraduate program in the field of athletic training. There are currently ten other schools that have applied for approval and will be acted on at our next Board meeting in June, 1970.

An Ad Hoc Committee on Reorganization was appointed in 1967 and has developed a plan for the restructuring of the N.A.T.A. which is presently being voted on by the membership. The reorganization was necessary because of the large increase in membership, the increased services we are attempting to render, and the need for an overall better organizational structure.

Other matters that we are working on at present are:
Better editorial content for our Journal, a National Placement Service, developing a series of clinics in urban and rural areas for the high school and college athletic trainer, and closer cooperation and involvement with affiliate organizations and other organizations within the Allied Health Field.

I thank you for your time that you took in reading this report. I hope that this report gave you a better insight into the present status of the N.A.T.A.

Very truly yours,

JR;hf
Encl.-2

Jack Rockwell
Executive Secretary

National ATHLETIC TRAINERS ASSOCIATION

N.A.T.A. DIRECTORS

DISTRICT 1:
Connecticut, Maine, Massachusetts,
New Hampshire, Rhode Island, Vermont
FRITZ MASSMANN
Boston College
Chestnut Hill, Mass. 02167

DISTRICT 2:
Delaware, New Jersey, New York
Pennsylvania
FRANCIS J. SHERIDAN
Lafayette College
Easton, Pa. 18042

DISTRICT 3:
Maryland, North Carolina, South Carolina,
Virginia, West Virginia, District of Columbia
JOSEPH GIECK, Chairman
University of Virginia
Charlottesville, Va. 22903

DISTRICT 4:
Illinois, Indiana, Michigan, Minnesota,
Ohio, Wisconsin, University of Iowa,
Marshall College
ALAN HART
Ohio University
Athens, Ohio 45701

DISTRICT 5:
Iowa, Kansas, Missouri, Nebraska,
North Dakota, Oklahoma, South Dakota,
University of Colorado
BRUCE MELIN
Washington University
St. Louis, Mo. 63130

DISTRICT 6:
Arkansas, Texas
BILLY PICKARD
Texas A & M University
College Station, Texas 77843

DISTRICT 7:
Colorado, Montana, Utah, Wyoming,
Arizona, New Mexico, Idaho
JACK AGGERS
University of Wyoming
Laramie, Wyoming 82070

DISTRICT 8:
California, Nevada, Oregon,
Washington, Hawaii, Alaska
RICHARD VANDERVOORT
Washington State University
Pullman, Wash. 99163

DISTRICT 9:
Alabama, Florida, Georgia, Kentucky,
Louisiana, Mississippi, Tennessee
CHRIS PATRICK, JR.
University of Kentucky
Lexington, Kentucky 40506

DISTRICT 10:
Canada
MERT PROPHET
York University
Keefe and Steele Ave.
Toronto, Ontario, Canada

PROGRAM CHAIRMAN
JAMES CONBOY
U.S.A.F.A.
U.S.A.F.A. Colorado 80840

EXHIBITS CHAIRMAN
WARREN ARIAL
New Orleans Saints Football Club
New Orleans, La. 70130

EXECUTIVE SECRETARY

JACK ROCKWELL
524 Hickory Hollow
Kirkwood, Missouri 63122

ASST. EXECUTIVE SECRETARY

TOM HEALION
Indiana University
Bloomington, Ind. 47401

March 25, 1970

Mr. Robert Gunn
Athletic Trainer
Lamar Tech
Box 10003
Beaumont, Texas 77705

Dear Bobby:

Enclosed is a copy of a proposal that Fred Hoover and I discussed earlier this year. This, of course, will be taken up at the June Board meeting in Denver. I thought I would forward a copy for your study before then.

If you have any suggestions, deletions, etc., please drop me a line or we can discuss them in June.

I thought since Texas has such an outstanding high school program of athletic training, you might be able to add some depth to this.

Very sincerely yours,


Joe Gieck, Chairman
Board of Directors
N.A.T.A.

JG:rb

Enclosure

See you in Denver

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10

TO: National Federation of High School Leagues
Attention: Mr. Clifford Fagan

FROM: The Board of Directors
National Athletic Trainers Association

Inasmuch as athletic medicine is becoming more and more in the public eye and the AMA and medical professions are becoming more cognizant of athletic injuries, the Board of Directors of the NATA would like to go on record as strongly recommending that the NFHSL endorse a resolution that each high school have an individual designated as its athletic trainer. We feel that this step will challenge the high school to think more of athletic medicine. In these days and times every high school in the country should and can have adequate medical care for its athletic teams.

College trainers and physicians are seeing too many instances where athletes are coming to the college athletic scene with injuries that could have been prevented or rehabilitated if some one in their school system applied a rudimentary knowledge of athletic medicine. A number of school programs allocate a large budget for tape but with no thought or provisions for such things, as infections, boils, or simple first aid procedures and supplies. A person with a basic knowledge of athletic injuries can remedy such situations.

Why not? → The Board of Directors of the NATA does not want to give the impression that each high school should go out and hire an individual specifically as an athletic trainer. The trainer can be a member of the school faculty as he is in many situations. Many high school trainers work for nothing but we think they should be paid compensatory to that of the coaches. In instances where no one can be found, at least the coach of his respective sport should also have the title of athletic trainer. This would help to make the coach more conscious of his responsibilities toward proper care of the athlete. However, we think this should be done only as a last resort.

Too much of this now! → *a certified* ~~An~~ athletic trainer frees the coach from the worries and time of athletic injuries, and is a great asset to a school system. In

addition to working closely with a team physician to make sure the athlete is getting the proper care, he would have the adequate first aid knowledge to cope, not only with the minor injuries, but with the potentially serious and sometimes fatal injuries of the head, neck, heat illness, etc. These skills are also obviously valuable in the general school situation. The school would not only have vastly superior athletic medicine program, but would save many times over the monies paid the trainer through his being able to prevent many situations causing injury or re-injury through neglect plus his proper utilization of the training budget. Knowledge of athletic training can be acquired through membership in the NATA, reading of appropriate journals and books, practical experience, athletic medicine clinics and conferences, through courses offered at various colleges and universities on the subject, as well as personal contact with other athletic trainers.

Again, we would like to strongly recommend that each high school system in the country have an athletic trainer.



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1969 FOOTBALL SCHEDULE

Sept. 20- L.S.U. at Baton Rouge
Sept. 27- Nebraska at Lincoln
Oct. 4- Army at West Point
Oct. 11-*Texas Tech at Lubbock
Oct. 18-*T.C.U. at Ft. Worth
Oct. 25-*Baylor at College Station
Nov. 1-*Arkansas at Little Rock
Nov. 8-*S.M.U. at College Station
Nov. 15-*Rice at Houston
Nov. 27-*Texas at College Station
*SWC Game

Mr. Jack Rockwell
N.A.T.A. Secretary
3315 South Street
Lafayette, Indiana 47909

Dear Jack:

I have just received the Journal for Spring 1969, several comments.

1. A number of the things referred to as going to happen, such as the CALENDAR are anywhere from March to May. Certainly the events in May are valuable but to list as CALENDAR, 4 of 7 events that have taken place are poor preparation.
2. The Board of Directors in session in June in Houston in 1968 said, "bits and pieces shall be deleted." My understanding of the word "deleted" means that it shall not appear. Has the Board taken a vote and allowed that this be changed. My point is that if the Board makes a ruling, then it is LAW until changed "by the Board of Directors" and not by one individual decision.
3. Nowhere in the Journal is there even the slightest reference to the NATA meeting in June. I cannot begin to imagine why something this important is omitted. For my money this is terrible management and it most surely reflects on the "PRESENT BOARD OF DIRECTORS AND THE SECRETARY."

I personally am not desiring to be ANY part of such a slip shod un-organized group. Surely your initial reaction might be, oh well, he has not been around long enough to understand the problem. Well five years at Texas A&M and eight years more in high school for a total of 13 is qualification as far as I'm concerned.

1969 FOOTBALL SCHEDULE

Sept. 20 L.S.U. at Baton Rouge	Sept. 27 NEBRASKA at Lincoln	Oct. 4 ARMY at West Point	Oct. 11 TEXAS TECH at Lubbock	Oct. 18 T.C.U. at Ft. Worth
Oct. 25 BAYLOR at College Station	Nov. 1 ARKANSAS at Little Rock	Nov. 8 S.M.U. at College Station	Nov. 15 RICE at Houston	Nov. 27 TEXAS at College Station

Mr. Jack Rockwell

April 16, 1969

Page 2

Jack, I feel very strongly about what I have written, and I want satisfaction from those in charge and I want the points that I have made answered so that I may answer them to the members of my district, who are starting to think that for a Board member they have a "yes" man. I am not saying mine is the only way nor do I want the rest of the Board doing as I say, but I want my questions answered.

Sincerely,

A handwritten signature in cursive script that reads "Billy Pickard".

Billy Pickard
District Six

BP:jr



st. louis football cardinals

April 29, 1969

Mr. Billy Pickard, Head Athletic Trainer
Texas A & M University
Athletic Department
College Station, Texas 77843

Dear Billy:

I'm sorry I didn't answer your letter earlier but I wanted to be sure that what I said to you was rational. Taking your letter point by point, I offer the following explanation:

1. The Spring issue of the Journal was supposed to be mailed on the 1st of March, which would have made the Calendar completely valid. Due to problems at the printers, the issue was not mailed until April 4th.
2. "Bits and Pieces" is still a very valuable part of the Journal. I am still trying to rediscover why the recommendation to delete it was approved. You know as well as I do, Billy, that the Board has taken no further note. This was an individual decision which you may well wish to question at the Board Meeting.
3. Not only was the N.A.T.A. meeting not mentioned, but Cramers didn't advertise for the first time in a long time. I am surprised you didn't notice that also. Anyway, the fact that the Annual Meeting was not mentioned is due to the fact that the Program Director did not get the information to the Journal Editor in time for printing - which, I suppose, you would say is another way of saying that we are a slipshod unorganized group, but then again we can't all be well-disciplined Aggies.

Since you appear to be so terribly upset by these matters I hope you will come to the Board Meeting well prepared to offer some constructive thoughts as to how the job can be done in a better manner. I really don't believe that you have written the letter as a personal affront to me, but the wording does make me question your feelings as to my qualifications in performing the job of Executive Secretary. So please feel free to bring up all the problems that concern you at the Board Meeting.

Very truly yours,

Jack Rockwell
Head Trainer

JR:mm

July 2, 1969

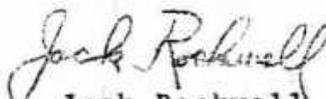
TO ALL N.A.T.A. MEMBERS OF DISTRICTS 1 AND 2

This letter is written to attempt to explain the Convention cycle as approved by the Board of Directors at the 20th Annual Meeting held in Cincinnati, Ohio.

The only changes proposed were as follows: Since the National Meeting could not be held in Minneapolis in 1974, it was proposed that the meeting that year be held in Kansas City, Missouri, since that will be the 25th Anniversary of the N.A.T.A. and it seemed only fitting to return to the site of the first meeting. This proposal was adopted. It was then proposed that Boston be named the site for 1975. It was brought to the attention of the Board that a gentleman's agreement had been established at the 19th Annual Meeting wherein the next city to be named to the cycle would be one from District 8. Both Fritz Massmann and Fran Sheridan, acting on behalf of Districts 1 and 2, spoke out for the Boston site's adoption in 1975, but realizing that the Board had entered into a verbal agreement with District 8 acceded to this agreement. It was then proposed and approved that the site of the 1975 meeting be Anaheim, California and the site of the 1976 meeting be Boston, Massachusetts.

I hope this will explain the changes made, and also serve to make all aware of the fact that your elected representatives to the Board of Directors worked extremely hard to best serve the interests of you, the District members.

Sincerely,


Jack Rockwell

July 10, 1969

TO ALL MEMBERS BOARD OF DIRECTORS:-

1. You will find enclosed a copy of the letter sent to all District #1 and #2 members regarding the Convention site for 1976.
2. Recently I received a letter from Ken Rawlinson in which he offered some suggestions regarding the Convention. This is the sort of thing that I have been trying to elicit from the membership, constructive ideas that we may or may not use but, at least, are offered for consideration. None of us, individually or collectively, can think of all the things that will help the organization, so it is extremely important that we encourage suggestions from the membership at large.

I hope that you will study the suggestions Ken has offered and write me as soon as possible letting me know how you feel about the recommendations.

SUGGESTIONS:

- a. The N.A.T.A. Program be more trainer oriented, with those doctors that are on the program presenting papers aimed at the trainers work.
- b. To help Student Trainers attending the N.A.T.A. Meeting get acquainted and feel that they are a part of the proceedings, it was suggested that they wear a different color name tag and have a get-together on Sunday afternoon or Monday morning. (This can be easily arranged, and is a real noteworthy suggestion).
- c. The Twenty-Five Year Awards be given at the Awards Banquet, rather than at the business meeting. (This can and should be done.)
- d. The following is a direct quote from Ken's letter:

"The price of the ticket to the Annual Awards Banquet should be reduced so that all trainers could afford to attend. This banquet should be within the financial reach of all trainers and student trainers (it is their organization). I feel this could be done if we cut down on all complimentary tickets, except to the specifically honored trainers, speakers and the minister -
- - - eliminate the special parties and cut expenses anywhere else they can be cut. I believe this is the trainers banquet so let's make it so all trainers can afford it".

I've included the direct quote because, as you can see, this is a somewhat perplexing problem. I feel that there are several answers to this problem, but I would like to have your ideas and possible solutions to develop a consensus of opinions.
- e. Bruce Melin suggested the possibility of conducting a film session on one or two evenings at the Convention, open to all registrants who might like to view some of the current movies having to do with athletic training

Thanks in advance for your help on these matters. You will be receiving further material during the Summer - your continued help will be greatly appreciated.

Very truly yours,
Jack Rockwell
Jack Rockwell

JR;hf

July 15, 1969

To: Board of Directors

Trying to get a few things done before the horde descends on Lake Forest. If any of you want to reach me between now and August 27th, the address and phone are as follows:

Jack Rockwell
P.O. Box 830
Lake Forest, Illinois 60045
Area Code 312 234-4600

There are four topics I would like to discuss, and with items 3 and 4 it would be appreciated if you would respond as early as possible. Please let me have your response no later than September 1st.

1. It is very important that you get a letter or communication of some kind to all District Members explaining the Olympic Athletic Trainers Screening Committee procedures. I hope it is clear in the Secretary's Report, but I believe it is essential to remind your District Members that they must apply through the District. It would help probably if you could form a committee of yourself, your District Secretary and one other District Member to not only go over these applications but this same committee could act on Membership Classification Interpretations (item 3) and the Grandfather Clause Resolution applications (item 2). The full report and explanation of the Olympic Screening Committee is included on pages 1 and 2 of the Second Board Meeting Report.
2. The Grandfather Clause Resolution is printed in its entirety on Page 3 of the Secretary's Report. Again it is extremely important that you notify your membership of the Resolution, and be sure that they apply for Active Membership if they qualify. You and your committee will have some difficult decisions in some cases. If the Executive Secretary can be of help he will be glad to call on two or three other people to form a special committee to act on special cases. In most cases I am sure you will be able to act on the applications received.
3. *Included with this letter is a copy of the Report of the Membership Committee, having to do with Membership Classification Interpretations. It would be appreciated if you would read through this report carefully and let me know of your approval or disapproval as soon as possible. Please be specific in any cases of critical comment.
4. Earlier today I spent three hours with Ellis Murphy in Chicago. We discussed the Journal and the possibility of developing a Public Relations program for the Association. In regards to the Journal, Mr. Murphy will begin soliciting advertising for the Journal for a fee of 30% of the advertising rate. This is standard and I believe will bring about a greater amount of advertising. Until such time as the Journal does become self-sustaining, I feel that it is absolutely necessary to transfer \$4.00 from each Active, Associate, and Allied members dues and \$1.00 from each Student members dues to the Journal so that the publication will be able to improve. Mr. Murphy will bring in a graphic artist very shortly to redesign the entire format of the Journal. As soon as

we have something definite on this it will be sent along to you. A letter pertaining to school library subscriptions will be in your hands shortly. You can all help in this respect, the more libraries that subscribe to the Journal the better readership we will have for the Journal, and it will give us added funds to work with.

It is the suggestion of the Publication's Committee that each District be made responsible for at least 8 articles per year, with all articles being submitted to the Journal Editor at the Annual Convention or not later than September 1st of each year.

In regards to Public Relations several excellent ideas have been presented, all of which will cost money. By money, I am speaking of anywhere from \$8,000 to \$15,000 over a two year period. I believe that some of the ideas are extremely worthwhile and would do the Association a great deal of good. My only question is whether or not the Membership really wants or desires the type of thing we are contemplating. All I can say now is that the program would involve brochures being sent to schools, parents and Allied Medical groups, as well as an Educational Brochure on Athletic Training and a series of seminars or clinics conducted in 30 or 40 areas throughout the country.

Please read through these ideas and let me know your thoughts at the earliest possible time.

One further item, I would like very much to hold a one day Board Meeting during the N.C.A.A. meeting in January 1970. The meeting will be held in Washington, D.C. Let me know if you think you might be able to attend such a meeting if we can work it out.

Jack Rockwell
Jack Rockwell

~~*This was mailed to you yesterday, July 14th.~~

Mr. Luman

October 9, 1969

TO: ALL MEMBERS BOARD OF DIRECTORS

FROM: JACK ROCKWELL

1. The Procedures for Certification vote is 259 Yes and 6 No, as of October 5, 1969. This is certainly an affirmation of the work done by the Professional Advancement Committee and you, the Board of Directors.
2. The N.C.A.A. meetings will be held in Washington, D.C. at the Statler Hilton, January 11 through the 14th. I would like to hold a Board meeting Saturday, January 10, Sunday, January 11 or Monday, January 12.
Please let me know at your earliest convenience if you can attend such a meeting and please indicate which day you could attend. If there is sufficient indication of interest in such a meeting, I will prepare an agenda and make arrangements for meeting rooms.

Please let me know as soon as possible - I believe there is a great deal of work that could be accomplished.

Thanks.

February 10, 1970

TO: Board of Directors

SUBJECT: Areas of Consideration, General Newsletter

I will start out by thanking you for your cooperation during the past year, and asking for your continued help and cooperation in this New Year.

Enclosed with this letter is a copy of a letter I have written and sent out to a number of allied organizations with whom we work closely. I hope this letter will help us gain an even closer understanding with the organizations listed with the letter.

I would like to first bring up some areas of consideration that I feel we need to be working on at the present time. After you study the following items, I would appreciate hearing from you regarding action to be taken.

1. It has been recommended by the Sub-Committees on Certification that the P.E.S. examination, to be available in July, 1970, be administered in each District by a panel composed of two trainers and one medical doctor. It would be appreciated if you would let me know how you feel about this manner of administering the test, and also who you feel would be able to perform such a task in your District.
2. At the recent Joint Commission Meeting in Washington, D.C., Mr. Art Bergstrom of the N.C.A.A. announced that the N.C.A.A. had approved a new ruling allowing a prospective athlete visiting a campus to be given a physical examination while on the campus. No member of the Athletic Department, including the Athletic Trainer, is to be present when such a physical is given. Your team physician may act as the examining physician, but no one else in the department can be present. The physical does not have to be given to every prospect coming on campus, nor does the boy have to take the physical. This ruling can help all of the college trainers a great deal. We will publicize it in the Spring issue of the Journal.
3. You have all received the final copy of the Reorganization plan, and the plan with accompanying letter has gone to the Active Membership for mail vote. If the vote is positive and the Reorganization plan is accepted, the Board will be called upon a great deal between now and June to help work out means of implementing the plan by June, 1970. Officers will have to be nominated, Committees reorganized, and the Constitution and By-Laws virtually rewritten. Your help and cooperation on these matters are going to be vitally needed.
4. Again, the problem of a full-time Executive Secretary or Director rears its ugly head. As much as I feel that the N.A.T.A. needs a full-time Executive Director, I also see the need for expending available money in other areas where it will be of more help to the membership at large. I feel very strongly, though, whether a full-time Director is named or a part-time Director is retained, that the person holding the position should be given a longer period of job assurance than one year. If I am retained in my present capacity, I would only accept if the position was awarded me on a four or five year basis. The establishment of an office and the continuity needed to get the job done are dependent on one knowing that he will hold the job for this period of time.

5. I recently returned from the annual meeting of Districts 1 and 2, held this year at Grossingers, New York. It was an extremely fine meeting from all points; the turnout was large and enthusiastic, the program was very good, and the business conducted very ably by the E.A.T.A. officers. The need for a separate organization (the E.A.T.A.) within the confines of the N.A.T.A. still somewhat puzzles me, and I would hope for greater participation in N.A.T.A. functions by all of the membership. I hope I have not spoken out of turn, but I do feel so strongly about the N.A.T.A. that I would be extremely sorry to see any splinter groups detract from the National organization.
6. If the Reorganization plan is accepted, I would like you to consider retaining the present membership on the Board of Directors for the remainder of 1970. By doing this, I believe we could retain some of the continuity needed to bring the reorganization about smoothly.

If you feel that this is not the proper way to implement the reorganization, please let me know at your earliest convenience. If you do not wish to retain the present Board (those who would normally go off in June), then you would be eligible for N.A.T.A. Committee positions. I hope to keep all of you active in the organization in some capacity.

The following items are listed as possible areas of consideration to be placed on the agenda at the next Board meeting in June. Your thoughts, suggestions and recommendations are eagerly sought, so please let me hear from you.

1. Further study of the N.A.T.A. Journal operation.
2. Study of the possibility of raising exhibitors fees and registration fees at the Annual meeting.
3. Study of the re-printing of the Constitution and By-Laws.
4. Study of the re-printing and updating of the Membership Registry.
5. Discussion of the possibility of establishing one day athletic training workshops in rural and urban areas throughout the United States.
6. Presentation by the Assistant Executive Secretary of a Convention Progress Report, and an Organizational Format for the handling of future Conventions.
7. Discussion of the establishment of a Special Committee to study the possibility of re-aligning the N.A.T.A. District structure.
8. Discussion of the urgent need to change the dues collection procedure to a National office invoice type system.

If you have suggestions or recommendations, please let me hear from you.

Jack Rockwell

APPENDIX TO AGENDA

- I. Re-alignment of Committees and the restructuring of the organization will be the first order of business. If you have people in mind to work as Division Directors or Committee Chairman, please forward them to me at once. We would like to have a tentative slate of persons available as we proceed through the restructuring.
- Ia. Since the Constitution and By-Laws Committee and the Code of Ethics Committee will be abolished, and the work of these Committees will be placed under the Executive Council, it has been proposed that an Ad-Hoc Committee be established to re-align and re-write the Constitution and By-Laws and the Code of Ethics.
- Ib. See attached proposal submitted by the Membership Committee. This report will be discussed by Committee Chairman, Bruce Melin.
- Ic. The National collection of dues would be done by invoice from the National office.
The District dues can be handled in three different ways (1) Each district maintains its own dues structure, the amount established being added to the National dues and in turn the District would be reimbursed. (2) A set District dues would be established and when collected, would be turned over to the District. (3) The Districts could collect District dues separately.
- IIa. This committee study has been suggested several times within the past year. It would seem feasible to study the realignment for all Districts.
- IIb. This committee could assemble and dispense information applicable to the full time, as well as the student High School Athletic Trainer. It could also work in the area of the discrimination of information and ideas and possibly work with the N.A.T.A. Journal on a section for High School Athletic Trainers. Mr. Joe Gieck will present this proposal.
- IIc. Whether there is a need for this committee is still rather vague in my mind. The Committee has been proposed and a meeting, to discuss the proposal, will take place before it is presented to the Board.
- III. This report is self explanatory. Since this has been an ongoing Committee, I have asked the present Committee members to work on re-structuring themselves under the new plans.
- IV. This is an extremely important item in that clinics are sprouting up like rye grass, and in many cases, with about as much direction. The subject of continuing education credit, and/or graduate academic credit should be discussed.
- V. Both the Assistant Executive Secretary and the Exhibits Chairman have had to deal with an increasingly heavy work load. It is of real concern that these reports be studied and discussed.

- VI. The Journal Committee will have developed a report with certain recommendations that must be given serious consideration.

The remainder of the Agenda is, I believe, self explanatory.

I hope you will have studied the Agenda, the Reorganization Plan, the Constitution and By-Laws, the 1969 Secretary's Report, and other pertinent material prior to our first meeting of the Board, June 6, 1970, at 9:00 A.M.

Thank you.

Jack Rockwell

National ATHLETIC TRAINERS ASSOCIATION

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JACK ROCKWELL

524 Hickory Hollow
Kirkwood, Missouri 63122

ASST. EXECUTIVE SECRETARY

TOM HEALION

Indiana University
Bloomington, Ind. 47401

March 18, 1970

TO BOARD MEMBERS:

I would appreciate your reading the enclosed letter which I received on March 17, 1970. As you can see, there is no signature, and there was no discernible postmark on the envelope.

Very possibly I shouldn't even bother you with this, but it did bother me and will continue to since I can't answer it without knowing who wrote this letter. It would seem that the letter was written by an Eastern area athletic trainer by the reading of the last few lines. If any of you have any indication of who wrote this letter I would appreciate hearing from you. I will not answer the letter by National Newsletter nor by the Journal, but I would sincerely like to answer the letter personally, or to a group if they so desire.

I would also appreciate hearing from those of you who have not answered my queries pertaining to the proposals made for the agenda. I'm sorry to keep sending out memos, but in the next few months you'll be getting even more as the Board meeting in June must be well conceived and carried out or the Reorganization will not get off the ground.

Thanks for your help.

Jack Rockwell
Executive Secretary

JR:mm

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10

Dear Mr. Rockwell,

Some of we trainers have been talking about the administration of the NATA. After some discussion it was decided that we should write to you. We fully understand that you were not fully responsible for the following. Most of it was due to the former administration, but we do hope that you will do something about it.

Please read page 5 of the June report to the board of directors--

Miller on need or organizational structure--too few performing administrative duties AMEN

Hope Millers reorganizational structure is better than what we have had in the past. This we realize is no fault of yours, but an ugly rut our past administrator got us into.

HOW ABOUT THIS:

page 6 Hoover from South Carolina sent to NAT A meeting in Boston.

Gunn goes to Florida from Texas

Gunn goes to Los Angeles from Texas

Newell goes to Los Angeles from Ind.

Miller goes to Boston from Ind.

Gun goes to Oklahoma from Tex. (HE MUST BE GREAT)

Gieck goes to Atlanta From Virginia

Surely there was someone closer to these meetings that could have been sent---if for no other reason than financial. Was there no one in the east that could have represented OUR (X) association in Boston? Apparently not as we had to send someone from Indianas and South Carolina and I guess we do not have any trainers in Calif.

The future does not look any better as outlined on p.3

Newell to AFTA

" " Joint Commission

Gunn to Med Aspect of Sports

" " Joint Commission

" " ACHA

Why not send the above two to all of our meetings?

Do you realize that we have 1632 members and the same people are sent to represent our (X) association at all meetings--- regardless of the location

Only one easterner on the whole list, Medlar.

MILLER IS RIGHT, WE NEED REORGANIZATION



cramer products, inc.

GARDNER, KANSAS U.S.A. 66030—PHONE (913) 884-7511

March 26, 1970

Mr. Jack Rockwell
524 Hickory Hollow
Kirkwood, Missouri 63122

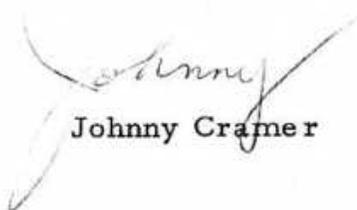
Dear Jack:

As you know, we have had a promotion on theme writing for student trainers, the title being, "What Athletic Training has Done for Me." The winner receives an all-expense paid trip to the N.A.T.A. meeting at Denver in June.

We are accumulating the various costs involved so that we can be sure to make a check large enough to cover all expenses. We wrote to Jim Conboy but he did not give us the cost of registration for a high school boy, and I wonder if you can give this to us.

I am enclosing a Xerox copy of the April (2) issue of "The First Aider" which gives the announcement of the five finalists and prints the text of the winner's theme. It would probably be an inspiration to many trainers to hear this student trainer read his theme some time during the meeting. If it can be arranged I believe he would do it. If you are interested in this, I would suggest you follow it up with Jim Conboy as I made this suggestion to him also.

Sincerely,


Johnny Cramer

JC/eh
Enclosure



The First Aider®

SIMPLIFIED METHODS OF TREATING ATHLETIC INJURIES
Copyright 1969 by CRAMER PRODUCTS, INC. of Gardner, Kansas

80,000 Copies per issue

VOLUME XXXIX

Number 16

APRIL (2) 1970

AT LAST THE WINNER—

Johnny Thomas, 17 year-old son of Mr. and Mrs. Eugene A. Thomas of Springfield, Missouri, is the big winner in the 1970 essay contest sponsored by Cramer Products, Inc. The title of the theme was "What Athletic Training Has Done for Me". Over one-hundred dedicated Student Trainers from nearly every state in the Union worked very hard to prepare a good piece of work. It was quite difficult for the judges to make a final decision.

Johnny Thomas has been a Trainer-Manager for Central High School football team for the past four years. He has also been basketball and track trainer for three years and is trying for a position on the baseball team. Johnny's coach, Clayton Spencer, was so impressed by his conscientious effort that he encouraged Johnny to submit a theme.

Johnny has impressed others as well as his coaches and the judges. He has applied for and accepted a Student Trainer Scholarship at S.M.U. and will be moving to Dallas to join the "Mustangs" in August.



"Congratulations" says Coach Clayton Spencer to First Prize Winner Johnny Thomas of Central High School, Springfield, Mo.

THE FINALISTS

The judges of the themes had a great deal of difficulty ranking the work of nearly all the Student Trainers participating. However, after a great bit of concerned study here are the rest of the top five finalists—and congratulations!

- 2nd Danny Fisher, Robertson H. S., Las Vegas, New Mexico
- 3rd Clark William, Van Wert H. S., Ohio
- 4th Dennis Hays, LaSalle H. S., Cincinnati, Ohio
- 5th David Taylor, Macon H. S., Elwin, Illinois

"WHAT ATHLETIC TRAINING HAS DONE FOR ME"

by Johnny Thomas

Although my decision to become a trainer originally seemed incidental, its significance has now grown to the extent that it encompasses most of my life. Athletic training has now been part of my life for four years, and it has helped me to obtain a better understanding of everyday life.

Student training has, of course, taught me the skills of a trainer; in addition, it has taught me many other things of equal, perhaps more, importance. I have learned to cooperate with coaches, players, and other trainers in an effort to secure a goal of benefit to many. Working with others of various races and creeds has helped me to overcome prejudices and to think open mindedly. As a trainer I have learned to respect the sincerity of others, to appreciate the words, "thank you!" Although I have not had the opportunity to score a touchdown or win a race, I have felt pride as a trainer, pride in the successes of athletes with whom I have worked. Often parents have expressed their gratitude. On such occasions the importance of student training has become even more deeply felt. It is then that I truly appreciate the opportunity I have had to assist in enabling various athletes to perform to their fullest potential.

Student training has also taught me the value of the words "What's worth being done is worth being done right!" Since there is not always time before a game to go back and correct mistakes, I have learned to do my best everytime. Not only do these lessons have value for me as a trainer, but also they have value in day to day application. What has Student Training done for me? In summary, my experiences as a trainer have taught me the importance of being myself in life and respecting others for what they really are.

KANSAS CITY ROYALS ACADEMY PROGRESSES

The Kansas City Royals owner, Ewing Kauffman, has his revolutionary concept of developing major league ball players, the Baseball Academy, well underway in Sarasota, Florida. Construction is under progress on the 120-acre site (Page 122) that includes five baseball diamonds, dormitory, club house, dining room, conference and audio visual rooms, training facilities, administrative offices, and recreational facilities. Kauffman believes that there are a lot of young men with great desire and talent who are not in a position to be discovered. Secondly, he believes that a young

Cont. to Page 122

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524 Hickory Hollow
Kirkwood, Missouri 63122

ASST. EXECUTIVE SECRETARY

TOM HEALION

Indiana University
Bloomington, Ind. 47401

March 30, 1970

Mr. Johnny Cramer
Cramer Products, Inc.
Gardner, Kansas 66030

Dear Johnny:

I received your letter and one from Jim Conboy pertaining to the Student Athletic Trainer Essay winner. Since the Board recently ruled that no commercial announcements would be made during the convention meeting, I'm sorry to say that we will have to say "no" to your request. The essay is very well done and shows a great deal of thought. Perhaps you could have the winner read it at your Elitch's social gathering.

Dave Thomas requested that he be allowed to introduce the Bike Foundation recipients during the annual convention, and this precipitated the Board action. Dave has agreed to take care of his introductions at a social event being put on by Bike. All of the Student Athletic Trainers in attendance will be introduced during our Monday session.

I hope you understand the position of the Board and you will be able to work out an adequate presentation. My congratulations to all the Cramer family for making the contest possible. My sincere congratulations to the recipient. He will, I'm sure, be a great help to Eddie Lane and eventually be a great asset to the Athletic Training field.

My best to all at Gardner.

Very truly yours,

*Here's one of the problems
we are facing.*

JR:mm

Jack Rockwell
Executive Secretary

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10

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524 Hickory Hollow
Kirkwood, Missouri 63122

ASST. EXECUTIVE SECRETARY

TOM HEALION

Indiana University
Bloomington, Ind. 47401

March 30, 1970

Mr. Dave Thomas
Bike Athletic Products
309 W. Jackson Blvd.
Chicago, Ill. 60606

Dear Dave:

I've enclosed a letter that I just wrote to Johnny Cramer, and also the request from Jim Conboy. I hope that the Cramers will see fit to cooperate in the same manner that you have indicated.

It was real good to have the opportunity to visit with you in Seattle. Seems like years go by between real good chances to visit with friends.

Very much enjoyed the dinner on Friday night. Be looking forward to seeing you in Denver.

Very truly yours,

Jack Rockwell
Executive Secretary

JR:mm

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10

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ASST. EXECUTIVE SECRETARY

TOM HEALION
Indiana University
Bloomington, Ind. 47401

May 7, 1970

David G. Mayer, M.D.
Germantown Academy
Fort Washington, Pennsylvania 19034

Dear Dr. Mayer:-

Thanks so much for the 'phone call and the ideas you imparted.

Your follow-up letter with the program for the 1970 symposium is extremely good - only wish I could attend. We are a little busy at that time of the year though.

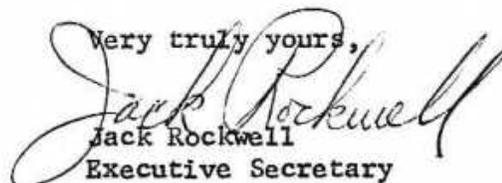
After conferring with the Board of Directors, I am sorry to say that we are not in a position to offer continuing education credit for the symposium, for this year (1970).

We are studying this situation and will make a definite proposal to the Board of Directors at the meeting in Denver, June 1970. Our Association must get involved in the sanctioning of and the offering credit for symposiums such as yours at Germantown.

I will be in contact with you at the earliest possible time to let you know of the reception to the proposal.

Thanks again for your call and best wishes.

Very truly yours,



Jack Rockwell
Executive Secretary

JR;hf

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10

SPEED LETTER

NATIONAL ATHLETIC TRAINERS ASSOCIATION

TO Mr. Robert Gunn

FROM NATA Office - Harriett Franklin

SUBJECT May 9, 1970

DATE

MESSAGE

Dear Mr. Gunn:-

Will you kindly send us your signature, written fairly large, on plain white paper in black ink? This is to be used on the certificates.

Would appreciate it if you will mail this out at the very earliest possible date as the printer is holding up waiting for it.

Thank you.

Recd 5-13-70

SIGNED

Harriett Franklin

REPLY

Returned 5-13-70

Now is the time to sign

SIGNED

DATE

May 20, 1970

TO: BOARD OF DIRECTORS
FROM: JACK ROCKWELL
SUBJECT: FINAL AGENDA ANNUAL MEETING

Any additions to this agenda can be added at the Directors meeting in Denver. On an attached sheet, I have attempted to summarize the proposals. Your studying each proposal and having a thorough understanding of the proposals will help the working sessions of the Board greatly.

As stated in my previous memo, the first Board session will open at 9:00 A.M. Saturday, June 6, 1970, at the Denver Hilton Hotel (Room will be posted in lobby of Hotel.)

The Board will meet for dinner on Saturday evening at 7:00 P.M. The second session of the Board will begin at 9:00 A.M. on Sunday, June 7, 1970. There is no use in attempting to set time limitations on proposals or reports.

* * * * *
*
*
* The attached Procedure *
* of Certification has *
* been approved by the *
* Active Membership of *
* NATA and this will be *
* the procedure that will *
* be followed until *
* amended. *
*
* Jack Rockwell *
*
*
* * * * *

To all members:

With the recent approval of the Reorganization Plan a great many problems have become apparent. These problems grow mainly out of means of implementing the change-over in reorganization. To maintain continuity and to help implement the change-over the Executive Secretary has asked the present members of the Board of Directors to consider serving another year on board.

Since very few of the Districts will have meetings prior to the Convention we would appreciate your comments on this proposal. Perhaps this proposal is out of order, or possibly not necessary, your comments will be appreciated and studied.

We would like to be able to reach a decision on this matter by April 15, 1970, so your quick reply will be appreciated.

Jack Rockwell
Executive Secretary

May 12, 1970

Mr. Jim Bryan,
Athletic Trainer
Columbia University
400 John Jay Hall
New York, New York 10027

Dear Jim:-

Pursuant to our phone conversation this past week, I would like to make the following observations and suggestions:-

- (1) I would like you to develop a proposal to be presented to the Board pertaining to the Committee you mentioned. I am not entirely clear as to what this Committee would do, but I am sure you can explain that in your proposal.
Please get the proposal to me at your earliest convenience so I can send copies on to the Board for their study.
- (2) If you would prepare a list of black trainers whom you feel would be good workers on Committees and send it on to me.
- (3) I would like to have breakfast at 7 o'clock A.M. with you either Saturday or Sunday in Denver. Please let me know which will be best for you and we can make arrangements as soon as possible.

I'm not sure that all of the problems you spoke about are solvable but we will certainly take the time to talk them over and study them for the best possible solutions.

Very truly yours,

JR;hf

Jack Rockwell
Executive Secretary

cc: Mr. Gunn ✓

ORTHOPEDIC MEDICAL GROUP

MALCOLM B. COUTTS, M.D.
E. PAUL WOODWARD, M.D.

2330 FIRST AVENUE
SAN DIEGO, CALIFORNIA 92101
239-0157

7910 FROST STREET
SAN DIEGO, CALIFORNIA 92123
278-8300

PHILIP H. DICKINSON, M.D.
JAMES B. ORWIG, M.D.
DAVID A. FITZ, M.D.

May 11, 1970

Mr. Jack Rockwell
c/o St. Louis Football Cardinals
200 Stadium Plaza
St. Louis, Missouri 63102

Dear Jack:

We are in the process of starting a student trainers' program for the local high schools in the San Diego area. Any information you can give me regarding the content of similar programs in various areas of the country would be appreciated. Initially we plan a pilot study starting within the next month but plan to set this up on a more regular basis during the school year. If you can give me any information as to similar programs in areas of the country where they have an instructional course for student trainers, I would be most appreciative. California has never had a student trainer program to my knowledge but it is long overdue.

I will see you in Denver next month but would appreciate receiving any information that you can give me prior to that time.

Sincerely yours,



E. PAUL WOODWARD, M. D.

EPW:er

May 19, 1970

E. Paul Woodward, M.D.
Orthopedic Medical Group
2330 First Avenue
San Diego, California 92101

Dear Dr. Woodward:-

In answer to your letter of May 11, I am sorry to say that I cannot offer you much specific help regarding the student trainers' program. I have not personally been connected with the establishment of any of these programs.

I am sending you the names of several people who have done a great deal of work in this area. I have also taken the liberty of sending a copy of your letter to each of them and accompanied it with a letter of my own asking them to send you whatever material or information they might have available.

Sorry again that I could not be of more help but I hope this will get you started. I'll see you in Denver and will try to have more material available at that time.

Very truly yours,

JR;hf
Encl.

Jack Rockwell
Executive Secretary

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TOM HEALION

Indiana University
Bloomington, Ind. 47401

May 19, 1970

Mr. Bobby Gunn,
Athletic Trainer
Lamar Tech
Beaumont, Texas

Dear Bobby:-

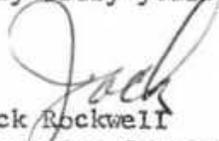
I've enclosed two letters which I hope you can
give me some help with.

Knowing that you have done quite a bit of work
in this area, I am hoping that you will be able
to give Dr. Woodward some assistance.

Thanks very much for taking the time to help.

I'll look forward to seeing you in Denver.

Very truly yours,


Jack Rockwell
Executive Secretary

JR;hf

Encl.-2

1970 Annual Meeting—Denver, Colorado
Denver Hilton Hotel—June 7, 8, 9, 10



MEDIA MEDICA INC.

555 FIFTH AVENUE, NEW YORK, N. Y. 10017 PHONE: (212) 661-3310

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May 21, 1970

Mr. Jack Rockwell
Executive Secretary
National Athletic Trainer's Association
524 Hickory Hollow
Kirkwood, Missouri 63122

Dear Jack:

This letter outlines our preliminary proposal for a collaboration between the N.A.T.A. and Media Medica on a film about athletic trainers.

As you know, Media Medica specializes in health communications, and has been developing materials for secondary school coaches and physical education instructors on the medical aspects of sports.

Discussions with you during the past month have been illuminating and helpful. As you know, some of our other major consultants have been Dr. Thomas Shaffer, of the American Academy of Pediatrics; Dr. William Haskell, of the President's Council on Physical Fitness; Mr. J. Kenneth (Dutch) Hafner, of the New York State Public High School Athletic Association.

Aside from our activities in sports, we have produced numerous books and records in the area of health education for the general public.

Many professional groups, including the N.A.T.A., have become concerned with continuing education for their members. Media Medica is currently designing continuing education programs with three major medical organizations. These programs will utilize film, audio tape cassettes and print, and will feature a self-testing capability.

Bernard V. Dryer, M.D., President of Media Medica, is recognized within medicine as a leader in the application of new educational technologies.

/continued.....

Mr. Robert Newman, Media Medica's Executive Editor, will have creative responsibility for the film. In 20 years as producer, editor, and writer, Mr. Newman has won awards for public service television programs from Variety Magazine, Broadcasting Magazine, the Freedom Foundation, and Ohio State University. He was Story Editor on major network motion picture anthologies including General Electric Theater and Alfred Hitchcock Presents. In the area of health communications, he was affiliated with special projects in continuing medical education for Roche Laboratories, Winthrop Laboratories, Warner-Chilcott Laboratories and Ross Laboratories. More recently, for Media Medica, he produced a series of highly innovative films, books and phonograph records for the general public.

If the N.A.T.A. is interested in pursuing this project with us, we would want a statement to that effect, and we would want the cooperation of the N.A.T.A. in securing financial sponsorship. The next step would be for Media Medica to prepare a film budget and production schedule, and a presentation to be made to a potential sponsor. Then we could proceed to secure financing. If we move swiftly, it is possible that prints of the film could be available by the fall.

OUTLINE OF FILM PROPOSAL

1. PURPOSE OF FILM

Within the sports world, the athletic trainer has achieved his due recognition as a valued member of the safety and health-care team. Certified graduates of athletic training programs are snapped up by professional teams and college athletic departments. However, the general public is still largely unaware of the skills and responsibilities of the athletic trainer. This lack of public awareness has tended to diminish the prestige of athletic trainers, and, at the same time, to limit the flow of recruits into the profession.

Therefore, the three-fold purpose of this film is:

1. To acquaint the general public with the skills and responsibilities of the athletic trainer.
2. To promote recruitment of candidates for college athletic training programs.
3. To confirm for today's athletic trainers the impressive strides being taken to upgrade their profession.

2. FEATURES OF FILM

The film will describe the skills and responsibilities of the athletic trainer. It will be designed to communicate with the general public, as well as colleagues in sports and medicine, and will feature:

1. Action scenes portraying the various functions of the athletic trainer.
2. Candid-style interviews with famous athletes and coaches. They will give brief, colorful testimonials on instances when athletic trainers have rendered outstanding services.
3. The visual excitement of sports action scenes. (Professional, collegiate, and Olympic film clips are available).
4. The intimate relationships an athletic trainer develops with athletes, coaches and doctors.
5. Cinematic techniques which are fresh and modern -- used now in the best film documentaries.

3. DISTRIBUTION OPPORTUNITIES

1. Free film catalogues, such as Modern Talking Pictures, Association Films, and Henk Newenhouse, which will provide their own promotion.
2. Career Opportunity nights in schools.
3. School athletic departments, Lettermen's clubs, in 30,000 secondary schools.
4. Recommendations to their own members by National Federation of State High School Athletic Associations, American Association for Health, Physical Education and Recreation, American Athletic Union, National Collegiate Athletic Association.
5. Athletic departments in 2,000 colleges.
6. Sports-medicine symposia and clinics.
7. Sports-oriented camps.
8. Booster clubs and Service clubs.
9. Local commercial and educational television programs.

4. FINANCIAL SPONSORSHIP

We suggest that the N.A.T.A. and Media Medica discuss the selection of a financial sponsor who will underwrite production and print costs. Proposals for sponsorship could be submitted to:

1. Pharmaceutical company athletic divisions.
2. Trainers' supplies companies.
3. Sporting goods companies.
4. Other industrial, banking, or food companies.

5. SCOPE OF FILM.

The film will ask the question: What is an athletic trainer?

A certified professional on the sports scene who has primary responsibilities for the health and safety of athletes.

The athletic arena and the training room are where he works. With the physician and the coach, he is one of a highly-skilled triumvirate who make possible the winning athletic performance.

Part health practitioner -- with intensive training in the biological and social sciences, and certification in physical therapy -- he is responsible for injury prevention, first-aid, and, following the doctor's prescription, for rehabilitative treatment; not only in organized athletics, but in physical education and intramural sports.

Part physical educator, he is expert in coaching techniques and athletic training; he is qualified to teach physical education.

Part psychologist, he must take into consideration the emotional makeup of the athlete and the pressures of all-out performance under intense competition.

For the man who loves the world of athletics and wants to serve people as a health professional, athletic training is the perfect career choice. And that is what this film will demonstrate.

This letter would be incomplete without thanking you for the opportunity to make this proposal to you and your Board of Directors. We are most enthusiastic about the possibility of making a practical contribution to the advancement of the N.A.T.A.

Sincerely,

Bob

Robert Newman
Executive Editor

TO: All Members

Subject: Annual Meeting and Secretary's Report

In addition to the Annual Secretary's Report I would like to add that I would personally like to call on each and every one of you to make every effort possible to cooperate and work with your District Officers. The Board of Directors did a magnificent job this past year, I hope that each of you will continue to help your Director, District Secretary and other officers at all times.

The Denver Convention disclosed a total registration of 880 people. There were 488 Athletic Trainers registered, and we also had 75 exhibitors showing their wares. Great job by all concerned.

You will notice that this material is printed on three (3) punch hole paper. All Association reports and written material other than letters will be sent in this manner. The hope is that you will keep all Association material in a loose leaf notebook for quick and easy reference. When the new Constitution and By-Laws, Code of Ethics, and the Membership Roster are printed, they will also be done in this manner for your convenience. Page E. of the Supplemental Pages to the Secretary's Report is the revised Procedures for Certification with Appendix A Attached. (Appendix A is the Recommended Curriculum).

Copies of the revised Reorganization Manual and the Committee Manual have been sent to all officers and committee personnel. We will make additional copies, if you desire one please write to the National Office.

Again my thanks to all of the membership for the cooperation and help given me in the past year.

JACK ROCKWELL

July, 1970

To All Board Members:

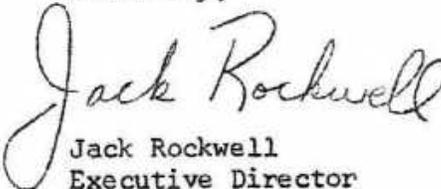
- I. My sincere thanks to each of you for the many hours of hard work you contributed to the Association during the recently past Convention at Denver. We tried to possibly accomplish too much in too short a period of time, but I believe we did actually complete the work that needed to be done.
- II. Would you at your earliest convenience please forward to Mr. Bruce Melin, Chairman Membership Committee, the name of the member from your District who will act as a member of the National Membership Committee. This person can be any certified member from your District.
- III. As discussed briefly in Denver the Executive Director and President both feel that the need for a semi-annual meeting is very evident. We would like to hold this meeting in conjunction with the N.C.A.A. meetings in Houston, Texas. The Association would bear the cost of your expenses, if your institution would not pay your expenses. Since we must make hotel reservations as early as possible I would appreciate your dropping me a note as soon as possible with your preference as to the day of the meeting. I have noted the two days that are open and best suited for our meeting, please vote for one. We would be through our meeting so that you could catch an evening flight if needed.

Saturday - January 9, 1971

Monday - January 11, 1971

- IV. You will be receiving the Revised Structural Reorganization, The Secretary's Report, and the District Secretary's Meeting Report shortly, if there are any questions or comments, please call or write.

Sincerely,


Jack Rockwell
Executive Director

September 9, 1970

TO: BOARD OF DIRECTORS

- I. The bi-annual Board of Directors meeting will be held Monday, January 11, 1971 in Houston, Texas. The meeting will start promptly at 9:00 A.M. and will adjourn no later than 6:00 P.M. We would like to have you arrive in Houston Sunday evening, if possible, so that we can start the meeting promptly at 9:00 A.M.

Reservations will be made for you at the Marriott Hotel - further information will be forthcoming regarding hotel accommodations.

As noted in an earlier communication, the N.A.T.A. will handle all expenses if your school will not allow you expenses for the trip.

The Executive Council will meet on Saturday, January 9, 1971 and business brought forth by the Division Directors will be presented to the Board in addition to the agenda. If you will be unable to attend, please attempt to have your District Secretary come in your place. If neither of you will be able to attend, please notify me as quickly as possible.

II. The proposed agenda for the Board Meeting is as follows:-

1. Proposal for authorization of clinics, workshops, seminars, and summer camps.
Proposal to give continuing education credit for participation in such authorized clinics, etc.
2. Discussion of Scholarship programs.
3. Discussion of changes in National Program Directors, authority and duties.
4. Proposal to have picture of Board taken once each year.
5. Discussion of transfer of membership from District to District, change in present By-Laws.
6. Discussion of legality of delivery of medical information to persons other than those in one's own institution or organization.
7. Discussion of Guidelines for Scientific Proposal.
8. Discussion and proposal for Association statement pertaining to drug abuse.
9. Report on progress of Constitution and By-Laws Committee.

III! With this letter you will find enclosed a copy of the newly printed N.A.T.A. Brochure and the re-done N.A.T.A. Resume. The Brochure will be used in conjunction with the Scientific Exhibit and will also be

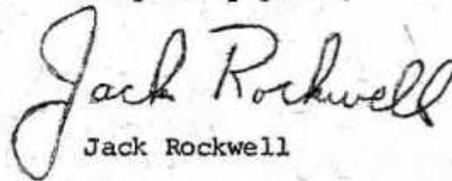
-Page 2-

sent to schools, organizations and individuals requesting information.

If you desire more copies of the Resume, please write.

I will look forward to hearing from you in the near future.

Very truly yours,

A handwritten signature in cursive script that reads "Jack Rockwell". The signature is written in dark ink and is positioned above the printed name.

Jack Rockwell

Enclosure: 1 Brochure
1 Resume

October 27, 1970

Please read the following National Newsletter carefully. There are two entirely diverse but extremely important items in this Newsletter. We hope you will take the time to read each and act accordingly.

I am sure that all of you reading this are aware of the tragic accident that befell the Wichita State University football squad while it was enroute to play a game at Logan, Utah.

You are probably also aware that the very fine Athletic Trainer at Wichita, Tom Reeves, died following the air crash. Gene Gieselmann, Baseball Cardinals, and Charles Bolton, Kearney State, attended the funeral.

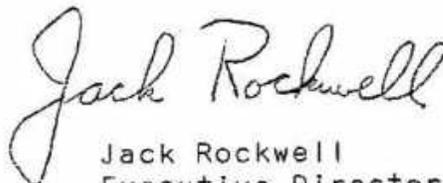
After checking with the N.C.A.A. and other organizations involved, the National Office is making the following request:-

The N.A.T.A. would like to establish a Memorial Fund in Tom Reeves' name to be administered by Mrs. Dianne Reeves. We would like to see Mrs. Reeves use the fund as she sees fit.

Those wishing to contribute to the fund should send checks to the N.A.T.A. for the Tom Reeves Memorial Fund. Please make checks payable to the N.A.T.A., with a note letting us know that the check is for the Memorial Fund.

This is not the time or the place to editorialize about this particular tragedy. I would like to add one final thought - check your travel accident insurance, there is no excuse for an institution not carrying a maximum amount on all persons traveling with a team.

Thank you.


Jack Rockwell
Executive Director



st. louis football cardinals

Joe Pollack, Public Relations Director
200 Stadium Plaza, St. Louis, Missouri 63102
314-421-0777 TWX 910-761-2162

release: 8:30 a.m. Tuesday, Dec. 8 for Tuesday

ST. LOUIS, Mo. -- Jack Rockwell, trainer for the Football Cardinals since the team arrived in St. Louis in 1960, will leave the Big Red on February 1, 1971, to join the staff of Johnson and Johnson as director of market development of the company's athletic division.

Rockwell, 45, will be attached to the company's home office in New Brunswick, New Jersey.

"After so many years as an athletic trainer," he said, "I'm very sorry to be leaving the active field of athletics, especially football. I have had a great association with the Cardinals for 11 seasons, and was fortunate to work with three great head coaches and an outstanding organization. I shall leave many friends behind, both at the Cardinals and throughout St. Louis, where my family and I found a real home.

"This was an extremely difficult decision, but I feel I have an outstanding opportunity and I know I still will be associated with athletics and athletes."

Charles W. (Stormy) Bidwill and Bill Bidwill, owners of the Big Red, commented, "We're sorry to lose as fine a trainer and as fine a man as Jack Rockwell. He has been a great asset to the team, and to all of football, in many ways. We shall miss him."

Rockwell joined the Cardinals after seven years as head trainer at the University of Colorado, during which time he also accompanied a U. S. basketball squad on a tour of Russia. A native of Seattle, he enrolled at the University of Kansas, but his education was interrupted by service during World War II. He returned to Kansas for his bachelor's degree, then entered Colorado where he earned a master's degree. He also has been serving as executive secretary of the National Athletic Trainers Association.

Rockwell and his wife, Jean, live in Kirkwood. They are the parents of two sons, Kerry, a sophomore at Southern Methodist University, and Kevin, 12.

National ATHLETIC TRAINERS ASSOCIATION

PRESIDENT
BOBBY GUNN
Lamar Tech
Beaumont, Texas 77705

EXECUTIVE DIRECTOR
JACK ROCKWELL
524 Hickory Hollow
Kirkwood, Missouri 63122

ASST. EXECUTIVE DIRECTOR
TOM HEALION
University of Indiana
Bloomington, Ind. 47401

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Laramie, Wyoming 82070

DISTRICT 8

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Washington, Hawaii, Alaska
RICHARD VANDERVOORT
Washington State University
Pullman, Wash. 99163

DISTRICT 9

Alabama, Florida, Georgia, Kentucky,
Louisiana, Mississippi, Tennessee
CHRIS PATRICK, JR.
University of Florida
Florida Stadium
Gainesville, Fla. 32601

DISTRICT 10

Canada
MERT PROPHET
York University
Keele and Steele Ave.
Toronto, Ontario, Canada

ADMINISTRATIVE ASSISTANT

MRS. HARRIETT FRANKLIN
3315 South Street
Lafayette, Ind. 47904
Phone: 317/447-6025

December 7, 1970

TO: Executive Personnel National Athletic Trainers Association

It is very hard for me to find the proper words as I write this note to those of you listed at the top of this memorandum. After a great deal of thought on behalf of myself and my family, I have decided to leave the field of athletic training. I will be leaving the St. Louis Football Cardinals on January 30, 1971.

In a manner of speaking, I will not be leaving the athletic training field since I will be engaged in Market Development with a corporation engaged in the production of athletic training supplies, and protective equipment.

The past two years I have served as Executive Director have been the most gratifying, and at the same time, the most frustrating I have ever gone through. The N.A.T.A. has made great strides and is continuing to improve both its organizational image and the professional status of the individual athletic trainer. The frustrating part of these years has been that I, like all of you, see the need for more services to the membership, better communication, and above all more time to devote to the promotion of athletic training at all levels of competition. These things will come about, but they will take time, effort, and I'm sorry, to have to mention it, but also money.

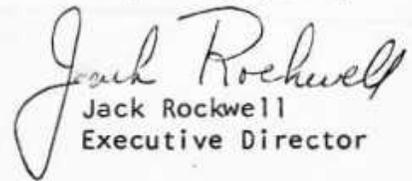
As to the person who will take over as Executive Director, I have discussed at some length with Bobby Gunn several possibilities that should make for an orderly transfer with no time lag and a continuance of business as usual. This area of consideration will be discussed at the Board Meeting in Houston.

1971 Annual Meeting—Baltimore, Maryland
Lord Baltimore Hotel, June 6, 7, 8, 9

2 - executive personnel n.a.t.a.

All that I have left to say is Thank You. To each of you my most sincere thanks and appreciation for your help, cooperation and especially for being such a great group of men to work with.

Very truly yours,


Jack Rockwell
Executive Director

JR:mm

P.S. I'm sorry that this comes as a Zerox copy rather than a personal letter, but time did not permit having each letter written separately.