

NATA



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Davis described the new NATA headquarters as the "the cornerstone of our planning for the 21st century."

Headquarters Set to Open by June; ATC Sought for 'Coordinator' Post

Renovations began in February to convert retail space into offices and meeting rooms at the NATA's new national headquarters in Dallas. NATA Executive Director Otho Davis, who closed the deal on purchase of the building in December, said the new home office will be up and running in time for the association's 40th annual clinical symposium this June.

Mid-year Meeting Report

In related activities discussed at their annual mid-year meeting, the NATA Board of Directors voted to bestow the highest honor upon the man who has led the NATA through the past two decades. The Board announced that the 22,000-square-foot headquarters would be named this June in honor of Davis, a native of Elgin, Texas.

The Board also decided that the new building's library would be named "The William E. Newell Memorial Library," in honor of the man who served as Executive Secretary to the NATA from 1955-1968. Mr. Newell, who worked at Purdue University from 1949 until his death in 1984, is commonly acclaimed as the "father of modern-day athletic training."

Davis, 55, who has directed NATA operations since 1971 while serving most of that time as head athletic trainer for the NFL's Philadelphia Eagles, led the 2-year search to relocate NATA headquarters. The NATA has been based in Greenville, N.C. since 1979.

Dedication of the new building is scheduled just prior to the start of the

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Women Aim to Improve ATCs' Quality of Life

By John LeGear

NATA membership increased 45 percent during the past four years, from 8,400 to 12,200. The lion's share of that growth is attributed to the rapid infusion of women into athletic training, who now account for one-third of all NATA certified members and 37 percent of the association overall.

But gender balance and the NATA's steady growth are only window dressing, according to women we interviewed, unless new members can help improve athletic trainers' stature and sense of self-esteem. Furthermore, they said, ATCs must assert themselves on the job, and take more control over their personal lives, or face hard times ahead.

While the association has prospered this decade, most women we spoke with said changes to improve working conditions for female trainers have been slow in coming. The consensus was that many of the issues confronting the NATA per-

sist: salaries remain relatively low when measured against the educational requirements and time demands; discrimination, in its many forms, perseveres; upward mobility is limited for head trainers; and athletic trainers are subordinate to "too many bosses," ranging from principals to coaches, department chairpersons to athletic directors.

Although women appear to have given athletic training a face-lift in the 1980s, those we spoke with said the profession will need a strength program and a more confident, positive mental attitude to succeed in the 1990s.

For the love of it

"I love what I'm doing," said Wittenberg University head trainer Diane Stephenson, "but sometimes I hate the job."

That paradox captures the frustration many women expressed, and it points to one reason some trainers are considering new careers that offer more "balance."

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Upward mobility is limited for someone like Terri Woods, head trainer since 1984 at a small school, Concordia College in Illinois.

NATA Shifting Focus to Job Placement

By David Mooney

Increasing demand for certified athletic trainers, especially those with teaching certificates or physical therapy licenses, has prompted the NATA's national office to upgrade its job placement services in recent months.

Last December, the association introduced two new computer-driven placement services to assist NATA members who are seeking employment. The effort this spring is to get out the news about how they work.

The first step taken was to replace the old phone answering machine system, where job openings were listed on a recorded phone message, with a new touch-tone phone system. NATA members who call now are prompted by the computer-driven system to specify what category of employment they seek—high school, college, clinical, apprenticeship, etc. Accessible 24 hours a day via touch-tone telephone, up to four people can access the system simultaneously.

"NATA members can target specific regions and a particular work setting simply by selecting numbers on a touch-tone telephone," explained Rick Zappala, District Two representative of the JPC. "Now job openings can be accessed in five minutes compared to what used to take up to 25 minutes with the old Dictaphone system."

Robin Pagel, who has been handling NATA placement in the NATA's national office, said the system typically lists about 150 job openings, a number she said appears to be growing.

Since the hotline is available around the clock, members can call during off-hours to minimize long distance phone charges. The job hotline number is 919/752-1266.

Job Bulletin Board

Another new way to learn of job openings is through the Electronic Bulletin Board System. Introduced last December, it enables NATA members with standard computers, a modem and telecommunications software to gain direct access to the NATA's current job files.

"Most standard personal computers are compatible with the system," said Pagel, who has worked with the system since its inception. "A modem, software package and the proper cable hookups are available through the national office for a cost of \$295. Similar equipment may be purchased at almost any computer store."

According to Ron Medlin, Placement Committee chairman since 1986, the bulletin board system's electronic mail capability allows NATA members to send messages, memos or letters to the national office or to other members who have access to the system. Eighty NATA



Athletic trainers are in demand because of people like Bob Broxterman from the University of Minnesota. Broxterman has been among the most active of 300 volunteers who comprise the NATA public education network. Since 1986, many of these volunteers have conducted talks and made media appearances to illustrate the need for improving health care in high school sports.

members currently have access to this system, Pagel said.

The Electronic Bulletin Board System is updated twice monthly. Hard copies are mailed to district directors and secretaries and to the JPC's 10 district representatives. To obtain a current printout, contact your JPC district representative.

"The phone hotline and computer systems have unlimited capabilities and should be able to handle the influx of job openings and job seekers well into the future," added Medlin, who serves as head football trainer at Memphis State University. "The NATA's move from Green-

ville to Dallas will not adversely affect these services."

In other matters, the JPC committee reported it will continue to coordinate the job bulletin board and job interviews at the annual NATA clinical symposium. A JPC district representative will be on hand for the entire meeting this June in Dallas to schedule interviews with prospective employers or answer questions. Specifics can be obtained through the Placement Committee district representatives.

Looking ahead, Medlin reported the JPC may offer workshops in the future to assist members in resume writing and preparation for job interviews. And for the benefit of those wishing to learn more about job placement, he listed names and phone numbers of his committee members:

District 1—Phil Mateja, Millinocket (ME) Regional Hospital 207/723-4581

District 2—Rick Zappala, Hofstra University, 516/560-6769

District 3—Terry Middleswarth, UNC-Wilmington, 919/395-3239

Mankato Tsuchiya, Hampden-Sydney College, 804/223-4381

District 4—Wayne Vaupel, OMNI Scientific, Inc., 815/756-6955

District 5—Denise Fandel, University of Nebraska-Omaha, 402/554-2389

District 6—George Young, North Texas State University, 817/382-7602

District 7—Larry Hall, Sabino High School (Tucson), 602/296-3642

District 8—Jerry Lloyd, Cal. State University-Fullerton, 714/773-2561

District 9—Rick Mestayer, McNeese State University, 318/477-2520

District 10—Phil Luckey, Idaho State University, 208/237-2610

JPC Chairman—Ron Medlin, Memphis State University, 901/678-2847

Speaking of Interesting Career Opportunities

Officials for the Orange County Public Schools system in Florida, which includes the city of Orlando, are seeking eight NATA-certified athletic trainers to work full-time in their high schools beginning this fall. Applicants must meet the following criteria:

- Be a certified NATA-member in good standing.
- Hold current CPR and first aid certification.
- Have a valid teaching certificate in physical education (6-12) or health (7-12), or be working toward certification in either.

Athletic trainers selected will not be required to teach more than two classes per semester, both related to the "care and prevention of athletic injury."

These career opportunities in Florida represent just a sampling of those available throughout the country. For more information, contact the job placement office at NATA headquarters.

Otho Davis To Be Honored In June At Bldg. Dedication

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NATA's annual clinical symposium, which runs June 11-15 in Dallas. The white concrete structure is located six miles northwest of the city's center. It is visible from Stemmons Freeway on the drive downtown from Dallas-Fort Worth International Airport.

Davis cited a number of reasons for moving to Dallas, among them: the city's central location in the U.S., its hub airport, the climate, the area's overall quality of life, and nearby universities' outstanding medical research facilities.

"The relocation of our headquarters is the cornerstone of our planning for the 21st century," Davis said. "It is more than a building. It will represent the spirit of our organization."

With assistance from accountant Brooks McIntyre and attorney Kim Zeitlin, Davis led the way to close the deal on the two-level building in December. Financing and renovation plans were the focus of attention at the NATA's mid-year meeting. Plans were approved by the Board to immediately begin converting the building to accommodate a staff of about 15. The NATA will operate solely on the second floor for at least the next three years. Ground level of the structure has been leased through 1991 to the former owner, a fur and jewelry retailer.

"Phase one began in February with the start of renovations to about 9,800 of 11,000 square feet on the second floor," explained NATA President Mark Smaha. "I'm confident we will have our office operational by the time the symposium begins in June."

"Phase two won't begin until the first floor is vacated," Smaha added. "That could be in three years, or it could be longer. That will be determined at a later date."

The Board is considering a tour of the new facilities for the estimated 5,000 NATA members, guests and exhibitors who will convene in the city this summer.

New 'Executive Coordinator'

Davis, who was credited by several Board members for working tirelessly to acquire the NATA's new home, said on-site supervision of the new office building will be provided by an "Executive Coordinator," a new full-time position created by the Board in February. The Executive Coordinator will assist Davis in hiring personnel, ensure efficient operation of the new headquarters, and assist chairpersons of the NATA's national committees.

The Board will screen candidates and, according to Smaha, select someone to fill the new position by the end of the summer.



Janice Daniels and President Smaha confer at the conclusion of the mid-year meeting.

The Executive Coordinator will be a certified trainer, with the minimum of a master's degree and 10 years athletic training experience. Candidates must have served either as NATA district director, district secretary, or on one of six committees: Certification, Board of Certification, Professional Education, Licensure, Continuing Education or the National Symposium.



Coming out of the mid-year Board meeting in February, NATA President Mark Smaha said, "We're on track and progressing steadily toward set goals."

The Board of Directors also said it plans to name a full-time Executive Director by December, 1990. Smaha said the Board will retain the services of the American Society of Association Executives in Washington, D.C. to evaluate the needs of the NATA.

Board members emerged from the mid-year meeting satisfied they were on schedule with self-imposed deadlines for moving into new headquarters and employing a full-time staff. Smaha said the NATA was strengthened by the cooperative atmosphere throughout the session. District 8 Director Janice Daniels de-

scribed the meeting as "progressive" and plans for the future as "exciting."

Related Matters

In related matters announced after the mid-year meeting:

- Smaha, who has served as president since June 1988, will decide this spring whether to run for a second two-year term.
- Davis confirmed that despite purchase of the new building and extensive renovations to its interior, there will be no increase of NATA membership dues this year.
- Former NATA President Frank George of Brown University resigned as chairman of the Grants and Scholarships Committee. He was replaced by another former NATA president, Bill Chambers of California's Fullerton College.
- Convention sites have been set for the next three years: Indianapolis in 1990; New Orleans in 1991; Phoenix in 1992. Possible cities for 1993 include Detroit, Chicago and Cincinnati; sites under consideration for 1994 include Nashville, Cincinnati and Salt Lake City.
- The Board voted to retain its public relations agency, Timothy Communications, for another year.
- The Board received a ruling from the NATA's insurance agency, McGinnis Associates, stating that McGinnis will protect certified ATCs while they are working in the U.S., whether or not they work in a state with a law regulating the practice of athletic training. However, ATCs working abroad are not protected by McGinnis in foreign countries unless the trial is sent back to the U.S.
- The Board approved creation of a "Physicians' Council," which is open for membership to physicians of every discipline.



EKU President Hanly Funderburk (center) and Athletic Director Donald Combs say they are certain Dr. Barton can handle double duty as head trainer and chairman of the Physical Education Department.

Past President Still Contributing

Bobby Barton Continues to Enrich the NATA

By John LeGear

In film director Frank Capra's movie masterpiece, "It's a Wonderful Life," the main character (James Stewart) is given a chance to see what the world would have been like without him.

In the movie, after contemplating suicide, Stewart said he wished he'd never been born. His guardian angel granted him the wish, which enabled Stewart to see how much he had contributed to the lives of his relatives, friends and even strangers who resided in the small town of Bedford Falls.

"Each person's life affects the lives of so many others," explained Stewart's celestial companion.

It was a wonderful concept. And it comes to mind when trying to imagine how different things would be without Bobby Barton, head trainer and chairman of the physical education department at Eastern Kentucky University.

Barton is extraordinary not so much for who he is, but for all he's done to help others. He served six years on the Board of Directors before becoming NATA president in 1982. He's been chairman of the public relations committee since stepping down from the presidency three years ago. He's called upon constantly to make guest lectures, attend district meetings, or appear in instructional films pertaining to health care. Last year, he served as an expert witness at the trial involving injured athlete Marc Buoniconti and The Citadel.

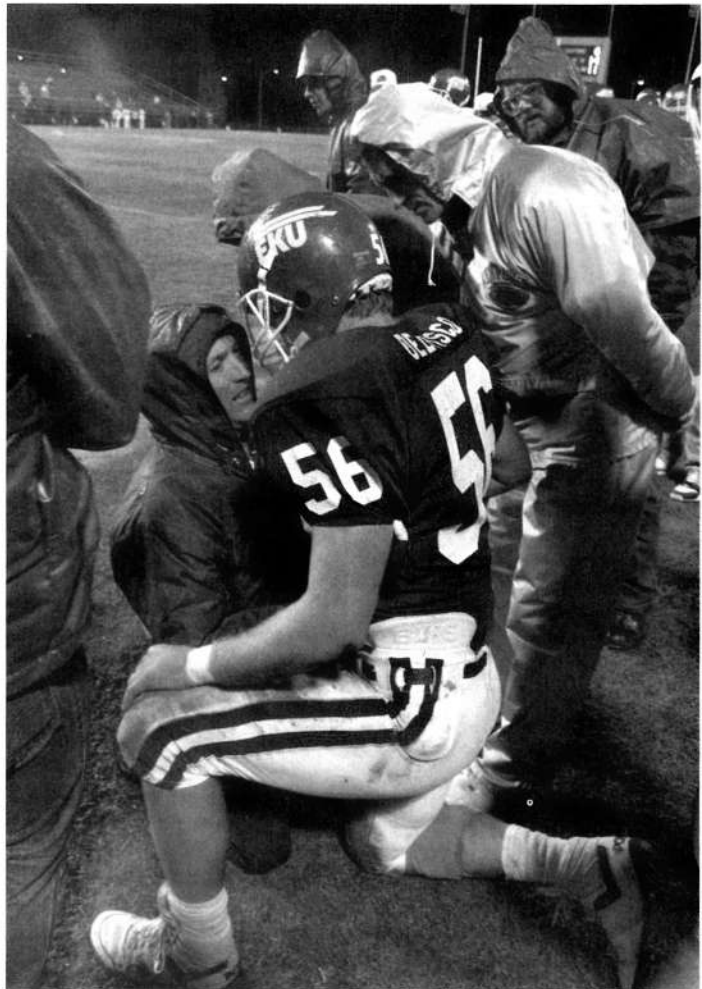
In ECU president Dr. Hanly Funderburk's words: "Bobby is very knowledgeable, a very positive person. He makes the best of any situation he's in. I just like to be around him. I think others do too."

Barton's dedication to duty has earned him the utmost respect from those most respected in the profession.

"During his four years as NATA president, Bobby was always in control," said Atlanta Falcons head trainer Jerry Rhea, who succeeded Barton as president. "I don't know of anything that ever caught him off guard. He has tremendous enthusiasm, tremendous energy. And he is always congenial. He has that knack of saying 'no' with smile on his face, so as not to offend anyone."

Chris Patrick, the head trainer at the University of Florida, added his endorsement. "I was fortunate enough to have Bobby as a student trainer at the University of Kentucky, and later as an assistant at Florida," Patrick said. "In fact, part of the deal I made with Florida was that Bobby would come with me as an assistant. It was written into the agreement."

"He works from daybreak to dark and beyond," Patrick continued. "He hardly ever sleeps. He epitomizes what our profession should be. Intelligent, energetic and hard working. He's married to a woman who is very supportive. Jojean is always there to lend an ear and offer ad-



The indefatigable Barton (left) is a force on and off the sidelines.

vice. And he's in great physical condition. I think that's what gives him his stamina."

Fitness is key to Barton's success. He credits it for generating the horsepower in his 5-foot, 5-inch, 139-pound frame to sustain the all-out blitzing attack on the myriad tasks he tackles.

"Fitness matters to him," Rhea said. "He appreciates it, he lives it. His running, swimming and good eating habits make him go."

"Fitness is important, but so is family," said Barton. "Jojean is understanding. She really doesn't mind my being away. She got used to me traveling during the presidency and she enjoys her own time with our son Brian."

At what Rhea describes as a "young" 42, Barton squeezes four to five one-hour workouts a week into a packed schedule that would make canned sardines feel at home.

Preparedness and charisma

"Dr. Barton works harder than anyone else here," said ECU assistant trainer Eva Clifton. "He thrives on knowledge and people. He's an excellent politician," she added with conspicuous affection and amusement, "and we marvel at how long he can talk, when he wants to, without really saying very much."

Barton, who earned his doctorate degree from Middle Tennessee State Uni-

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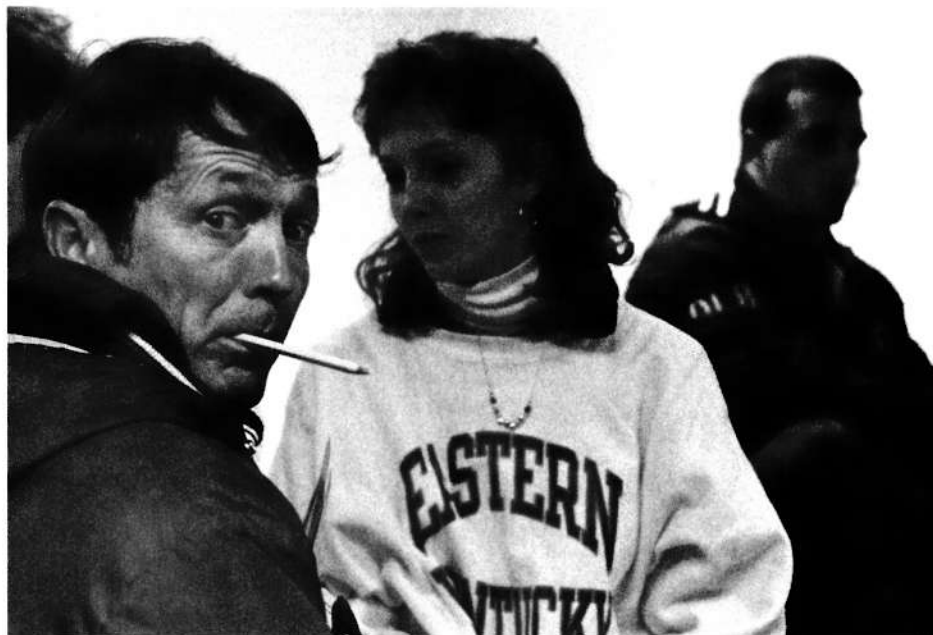
Barton Thrives on People

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versity, blends preparedness with charisma to create the kind of chemistry that made him an influential leader and "teammate" of NATA Executive Director Otho Davis. As president, Barton earned the NATA Board of Directors' respect, which enabled him to gain their trust. That, in turn, helped him and Davis bring new direction and focus to the organization.

Barton and Davis directed several important new programs that contributed to the NATA's recent rise in stature. One was the corporate sponsorship program, for which Barton received much criticism in 1985. He was redeemed when corporate sponsorship sparked the NATA's revitalization and helped the NATA acquire new headquarters in Dallas this year. Another innovation was the approval of the high school injury surveillance system, which fueled the NATA public relations program and helped create new career opportunities for a membership that has grown 45 percent since 1985.

"I attribute our success to a good working relationship with the Board of Directors and the fact that Otho and I complimented each other so well," said



Barton hasn't learned to write with his teeth yet, but it wouldn't surprise those who know him if he did.

Barton, with customary humility. "We have a lot of dedicated people in this profession."

Everyone agrees that Barton's hunger for knowledge and information makes him effective. But his positive influence over the NATA comes from the fact that he genuinely cares for people.

"Never a week went by during his presidency when Bobby didn't call us at the national office to see how things were going," said NATA Administrative Assistant Mary Edgerley. "He really made us feel like we were contributing. He made us feel like we were part of the process."

The tragedy at Marshall

Barton completed his master's degree at Marshall University in 1970 and, at Chris Patrick's request, turned down an opportunity to stay at the school to become an assistant at the University of Florida. That decision probably saved his life. Four months after leaving Marshall, Barton heard the news on the radio: a charter plane returning home from Greenville, N.C. crashed in Huntington, W.V. It was carrying Marshall's football team, coaches, administrators, their wives and two athletic trainers. There were no survivors.

"I was called to come to Huntington to help identify the bodies," Barton said. "While flying in, I wrote letters of condolence, including one to the family of the man who replaced me, Mark Smaha. Mark's name was on the passenger list."

"When I arrived at the school to attend a planning meeting, I was shocked to see Mark. That was an emotional time. Mark had actually packed and planned to be on the flight, but a basketball coach scheduled a late scrimmage that forced him to stay at practice. Mark and I were probably the only two people in the world who could identify all the bodies. We attended 26 funerals that week."

Ironically Smaha, like Barton, was

eventually elected to the NATA Board of Directors and, in 1988, became president of the association.

Mr. Chairman

Barton has often stated that athletic trainers are hired, fired, promoted, demoted, rewarded and punished by bosses that have no idea of what ATCs really do on the job. While admitting he never encountered those difficulties at EKV, he knows they exist in many training rooms across the country. And now he has an opportunity to help change things.

Last August, Barton was named chairman of EKV's physical education department, on the condition that he remain as head trainer. He's relishing the new challenges presented by the chairmanship, and expects it will help create new opportunities for him to further the NATA's efforts to get recognition for the important function athletic trainers play in sports.

"He's one of the most energetic, sympathetic and well organized people I've ever known," said EKV athletic director Donald Combs. "He was selected by a committee of physical education people to become chairman, and our program has been enhanced as a result."

Said EKV president Funderburk: "Bobby Barton is very visible across the country. He speaks well for Eastern Kentucky. He's one of the reasons we have a successful athletic program here."

Depending on your perspective, Barton is a mentor, instructor, administrator, health care facilitator, inspirational leader, husband, parent or father confessor. The darndest thing is that he's equally good in all of them. And as Dr. Funderburk said, he's someone we like to be around. He makes us feel good. He enjoys life, and he makes us appreciate ours that much more.

Membership Directory Will Arrive In May

The NATA announced that its first membership directory will be received by all certified members of the association by the end of May. The directory, underwritten by The Quaker Oats Company, maker of Gatorade Thirst Quencher, will be updated every three years.

In gathering information for the directory, NATA News learned that the association's membership reached a record high of 12,176 on February 28, 1989. According to Lois Stancill, a staff member at NATA headquarters, those figures reflect a 45 percent increase over totals reported four years earlier.

Stancill said the number of "current" NATA members was reduced in March, however, after she deleted the names of members who failed to pay membership fees on time. Here is a breakdown of the NATA membership as of March 15, 1989:

Certified	6,416
Certified Students	182
Certified—Retired	155
Associate	770
Associate Students	105
Affiliate	196
Advisory Members	130
Allied	43
Honorary	93
Retired	35
Affiliated International	9
Students	3,275
Total NATA Members	11,409

Revised Law Permits ATCs in Mass. To Bill for Services

A revision made January 9, 1989 to the law that regulates the practice of athletic training in Massachusetts now makes it possible for NATA-certified athletic trainers to receive payment for their services. The new regulation marks the first time anywhere that athletic trainers have the freedom to bill for their services, but it is not without restrictions.

Paul Grace, coordinator of sports medicine at MIT, and Koko Kassabian, professor at Northeastern University, led the campaign to revise the law. Grace and Kassabian have directed lobbying efforts on behalf of athletic trainers in Massachusetts for the past 10 and 15 years respectively.

"Payment for services no longer has to be made through our employer," explained Grace. "The rules and regulations for the law were revised to allow athletic trainers to develop a business relationship and receive reimbursement directly from schools, professional teams, athletic groups, country clubs or similar organizations. We now have the freedom to start our own businesses, as long as we continue to work under a physician's orders."

But Kassabian cautioned, "This doesn't mean we have all the freedom of, say, physical therapists or physicians. We still work with some restrictions, notably in the private settings, where we're still required to bill through separate parties."

"This revision of the rule is an important first step in a two-step process," Kassabian added. "What we've achieved in January was removal of the major restrictions that prevent ATCs from billing for their services. The second step is getting acceptance from insurance com-



Grace (above) and fellow Bostonian Koko Kassabian are guiding ATCs of Massachusetts into the 1990s.

panies and HMOs."

Grace said he knew of no one who has taken advantage of the revised law so far.

"We're presently forming a committee to examine the situation and set procedures for licensed trainers," Grace said. "The plan should be set by summer."

The law regulating athletic training in Massachusetts went on the books in 1983. First drafted by Kassabian, Massachusetts law is unlike those in most other states because it establishes that NATA certification constitutes a license to practice in the state.

Since then, the state trainers association persuaded school officials to agree that when they employ an athletic trainer, he or she must be NATA-certified. Currently, about 30 percent of the state's 270 secondary schools have the services of certified trainers.

Medipren Joins NATA Campaign to Promote Safety in Sports

The NATA reached a six-year agreement recently with McNeil Laboratories, maker of Medipren ibuprofen pain reliever, that promises to bolster athletic trainers' continuing campaign to reduce sports injuries and promote health and safety among young athletes.

"We're confident McNeil can help us achieve our objectives, which include promoting athletic safety and increasing awareness of the goals of our association," said Otho Davis, NATA Executive Director and head athletic trainer for the Philadelphia Eagles. "We're looking forward to working together with the maker of Medipren."

As part of the agreement, McNeil will use advertising and promotion to help publicize the need for athletic trainers in secondary schools. The company, a division of Johnson & Johnson that is based in Fort Washington, Pa., has the capability to promote athletic training to more than 40,000 medical doctors through McNeil's physician sales force and physician advertising network.

"We're also providing the Robert McNeil Scholarship for promising student athletic trainers," explained Bill Slivka, Group Product Director for Medipren. "There are plans to work with the NATA on public service initiatives to help address major health topics among athletes, such as preventing injuries among 'weekend warriors' or discouraging drug use among young athletes. We hope to have a major program implemented by mid-1989."

"We're very optimistic about the agreement," Davis added. "By cooperating with Medipren, we can develop new ways to serve athletes across the country."

No Surprise: 'Funding Shortage' Cited for Lack of ATCs in NY Schools

Results from a survey of high school athletic directors in New York state offered further credence to the belief that "lack of funding" remains the primary reason for the virtual absence of certified health care in more than 80 percent of the nation's 20,000 high schools.

Seventy-six percent of 382 athletic directors who completed and returned a recent survey cited funding shortages as the primary reason for not having a certified athletic trainer on staff. Other reasons included unavailability of ATCs (16 percent); lack of state licensure for certified trainers in New York (5 percent); and liability or legal concerns (3 percent).

The questionnaire, conducted by the Physical Education Department at Genesee Community College in Batavia, N.Y., queried athletic directors at 1,046 New York state high schools to deter-

mine the level of health care provided to interscholastic athletes. Since only 37 percent of those surveyed completed the form, no conclusions could be made with regard to the exact nature of health care coverage across the state. And while the survey has a wide margin of error, there were some items of interest:

- Eighty-eight percent of athletic directors at schools without an ATC said they would like to have one.
- Eighty-four percent of the ADs reported having an ambulance at varsity football games.
- Sixty-one percent said they are familiar with the NATA.
- Forty-three percent were aware of the New York State Athletic Trainers Association.
- Based on ADs recollection, the survey indicated the following job descrip-

tion for ATCs working in New York high schools:

- 41% part-time
- 23% full-time
- 21% provided through clinic
- 9% volunteer
- 6% provided through university

The athletic directors surveyed said their school had an average of 11 to 12 coaches for fall sports. Of those, about 75 percent had the first aid training required by the state's high school athletic association.

"We were surprised to find so many coaches working without proper health care certification," said Richard Walker, an instructor and athletic trainer at Genesee Community College who directed the survey. Walker also serves as athletic trainer for the Batavia (N.Y.) Clippers, the Class A affiliate of the Philadelphia Phillies.

District Workshops Help ATCs Shape Future

Two "career building" workshops intended to help ATCs gain more fulfillment from their jobs and help shape the future of the profession are being presented at all district meetings in 1989.

"Career Development in Athletic Training" is the 60-minute presentation geared to help ATCs cultivate a more rewarding career. This workshop, sponsored by the maker of Gatorade Thirst Quencher, features one of two Harvard University professors who specialize in career enhancement. They provide insight into challenges confronting ATCs in the workplace today.

During the first 30 minutes of the presentation, either Harvard Ph.D. Cynthia Ingols or Harvard instructor Jim Phills outlines means by which athletic trainers can improve career potential by developing more well-rounded skills and a broader understanding of their role in the field. The second half-hour segment of the program is reserved for questions from the audience.

Dr. Ingols is manager of the research staff at the Harvard University Business School where she leads a division of 50 full-time and part-time faculty. She has researched and published work on corporate issues such as educational programs for executives, organizational environments and the human side of mergers and acquisitions.

Jim Phills is working toward a Ph.D. at Harvard in Organizational Behavior. He has worked as a teacher, consultant and academic researcher for more than five years. A former athlete, Phills was captain of Harvard's wrestling team and attended the 1984 Olympic Games as first alternate on the Canadian Wrestling team.



Bruce Kola (left) of Colorado College discusses the competency of recently graduated athletic trainers with members of the Rocky Mountain Athletic Trainers Association during their annual district meeting in March. Open discussion on important topics that affect athletic training are part of the hour-long program called "Counting Down to 1990s," which is being held at all NATA district meetings this year. District Secretaries, like Bill Lyons (right), moderate the program.

At the combined meetings for Districts One and Two (EATA) in January, Ingols and Phills teamed up to focus on how the ATC is perceived by others in organized sports. They made recommendations on how ATCs can acquire skills to become more marketable, and suggested ways to improve negotiating power.

A Town Meeting

"Counting Down to 1990" is a one-hour panel discussion of issues confronting

the athletic training profession. Presented in an open-meeting format similar to last year's "Athletic Training in the 1990's," this year's program allows more time for free exchange of ideas between NATA members and the leading district and national officers.

During the workshop, each of the three panel members make a five-minute presentation on one specific topic. The floor is then opened for 15 minutes to everyone at the meeting to offer their ideas on that topic.

Experts Offer Tips To Hone Negotiating Skills

Two faculty members from Harvard University who are appearing at all NATA district meetings this year to discuss "career development in athletic training" offered some practical guidelines that can help athletic trainers negotiate better salary, benefits and working conditions.

Dr. Cynthia Ingols, who received her doctorate from Harvard in organization behavior, is Manager of the Research Staff at the Harvard Business School. Jim Phills is a researcher and instructor who frequently lectures advanced MBAs on "Psychology Applied to Business" at Harvard College. But their teachings are grounded in something familiar to all athletic trainers: basic people skills.

"We help people get to know themselves better by realizing their own strengths and capabilities," Ingols explained. "Knowing who you are, what your strengths are and what environ-

ment you want to work in will help you sell yourself when you want a particular job."

"Stress management is another important factor in enjoying your work," noted Phills. "It is critical to balance your work life with family, friends and activities that depart from the work environment."

Some of the most important points recommended by Ingols and Phills to help ATCs develop a more rewarding career are:

1. Know thyself. Learn to be comfortable telling others about your strengths and capabilities.
2. Form a partnership with another ATC to exchange feedback and provide moral support. Learn from your partner what your strengths and weaknesses are, and practice communicating your strengths with confidence to others. This, said Ingols, is critical to win the confidence of

employers.

3. Set aside uninterrupted time to consider your career goals. It takes quality time to consider career changes.
4. Set clear goals for yourself and generate the drive to go after them. Beware that comfort breeds complacency. It usually takes an inordinate amount of self-initiative to set career plans in motion. Apply the same kind of dedication and hard work to your career plan that you give your current employer. It will result in more confidence and a stronger sense of purpose.
5. Negotiate conditions of employment before you begin work. Just as an employer interviews you to determine your value to his organization, you must interview the employer to learn what the company offers you and your family. Before accepting the position, be certain you know your salary, benefits, insurance coverage, reimbursement procedures and bonuses. Know who you will report to.

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Women See Room For Improvement in Training

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"We're in this profession because we like caring for athletes," Stephenson said. "But athletic trainers are still spending most of their waking hours at work. There's more to life than that. People need to spend time with family, friends and get some exercise for their physical and mental well-being. That's almost impossible for most trainers."

Hazel Ando said athletic training is fulfilling and worthwhile work, but she's afraid she's "burning out." Ando cut her work schedule from 70 hours to about 55 hours a week. She tries to see more of her friends now, and works to pursue interests outside athletic training. Even so, as she nears the end of her sixth year at the University of California at Irvine, Ando is constantly asking herself if it's all worth it.

"I started working full-time hours for a part-time salary," said Ando, an assistant trainer. "During my third year, I finally received the equivalent of a full-time assistant coach's salary. I still can't afford to pay rent so I live at home. I know there are other things I can do. I love athletic training, but I don't know if I can stay with it much longer."

"I've been doing a lot of soul searching," admitted Beth Schmucker, coordinator of sports medicine and head trainer at the University of Detroit



Beth Schmucker

since 1983. "I've spoken with a lot of other trainers and we know we're not getting a fair return for our investment of time. Most of us do this because we love it, but I'm trying to reduce the number of hours I put in right now. I need to get more out of life."

Is the work fulfilling?

"Depends what day it is," Schmucker replied.

Is it the money?

"That's part of it," she said, "but mostly it's the time required to do the job right."

Gender a "non-issue"

The most successful, if not enduring, women in athletic training share a commonality with their male counterparts. They became interested in the field because they wanted to work with and rehabilitate athletes. None entered the field for financial wealth, but they resent the idea of slave labor at plantation prices. And women recognize what it takes to get ahead.

"When asked how to succeed in athletic training, I tell people 'hard work and a physical therapy degree,'" said Sue Hillman, the highly respected head trainer at the University of Arizona. "That's what (former NATA executive secretary) Pinky Newell told me when I was at Purdue, and I haven't seen a better way to do it."



Sue Hillman

Hillman, who has been Arizona's head trainer since 1983, scoffed at those who feel she's special because she has been successful at a high-profile Division I university.

"I don't have any more pressure on me than anyone else," she said. "The administration doesn't expect any more or less from me than they would a male. My salary compares with any other ATC/RPT in the nation. In fact, it's probably better than most."

"And it amazes me, frankly, that some people still compare female trainers to males," Hillman said. "It's a non-issue."

"Let's quit beating the gender issue to death," added Gail Weldon, president and owner of Women's Training Room and Conditioning Center (TRACC), the successful sports medicine center in Los Angeles.

"Being a woman in our society means going the extra mile to prove you can handle particularly stressful situations. Women trainers are no different from women in other professions. They're expected to be super moms at home, super executives at the office. It comes with the territory."

Weldon, who directed athletic training services for the 1984 Olympic Games in Los Angeles, said the growing number of women in the field is meaningless unless they can help make changes to improve the profession.

"It's all very well that more women are coming in, but the important thing is that they participate in governing the NATA, work with NATA committees and assist on special projects," she said. "It isn't enough to stand on the outside complaining about lack of fairness or inequality. Women must work together with men to make athletic training better for everyone."

In Transition

Since becoming head trainer at Illinois' Augustana College in 1985, Rochel Rittgers has been part of two Division III national football championships. The 29-year-old instructor-trainer said women have been content up to now to "ride in the back seat."

"Most women have only just entered athletic training in the last 10 years," Rittgers said. "We're the new people on the block, and we've needed time to show we are up to the task. I think most of us felt that if we made waves, we'd be run out. We didn't want to burn bridges."

"I admit being among the passive people. I've been waiting for the door to open rather than breaking it open myself. Maybe that strategy has been wrong, or maybe it's just a matter of waiting for the right time to progress to the next step. In either case, I think we're about to take that next step now."

Rittgers expressed hope that the

cont'd on page 9



Student trainer Vicki Steiner (left) receives direction from curriculum coordinator Pat Troesch.

Women Changing Public Perception

cont'd from page 8

NATA would establish clear goals and objectives that would serve as a beacon for all NATA members to follow.

"It's not enough to tell us to get involved," Rittgers said. "By setting goals, the NATA can show us how to get involved, how we can help advance the profession. That's not to place blame on the NATA. It's still women's responsibility to carry their share of the load, but the NATA can come halfway by showing the way."

Challenges Ahead

The NATA Board of Directors, which includes one woman, Janice Daniels from Sacramento, Calif., has done a commendable job of addressing important issues confronting athletic training. Due in part to wise policy-making, the NATA's net worth has doubled in the past four years, public recognition of the profession is increasing, new career opportunities abound and new NATA headquarters are being readied for opening by June.

But several women predict the NATA will face more complex issues in the 1990s. They say one critical need will be to reshape employers' perception of the athletic training profession. To do that, these women feel ATCs will have to draft their own Bill of Rights.

"Why does it seem all of us work extraordinarily long hours, for low pay, and with little respect," said Wittenberg's Stephenson. "We need to do more than just look out for women, we have to look out for the profession. We're still growing up, we're still maturing, and we haven't done a very good job up to now of educating employers about why we're important."

Leah Wollenburg, the head women's trainer at the University of Minnesota since 1978, said it's time athletic trainers take stock in themselves and stand



Leah Wollenburg

up for what's right. She said ATCs have to go one-on-one with their administrators to earn respect.

"We get caught up helping everyone around us, meeting everyone's needs, doing all the little things," Wollenburg said, "but we lose sight of the big picture. To progress,

we must establish ourselves as true health care professionals, true managers and good administrators in our own right.

"Athletic directors aren't interested in how well we tape or how many 14-hour days we work," Wollenburg added. "Administrators need to understand that we



Karen Toburen, flanked by District 4 Director Dennis Miller (left) and incoming director John Schrader, makes her presence felt during a panel discussion at the district meeting in March. Toburen worked in Seoul last summer as head trainer for the Gold medal-winning U.S. Women's Basketball Team. Toburen spends most of her time at the University of Wisconsin at LaCrosse, where she serves as coordinator of the athletic training curriculum program.

can manage people, manage a budget, design an effective drug education program or develop new relationships with community groups. It is essential that we bring in new ideas. We have to command respect, and we all have to work at it, or things will remain as they are. That's not going to be good enough."



Getting Involved: Kathy Hensley, who worked with the men's and women's gymnastics teams in the 1988 Summer Olympics, conducted a workshop at District 7 on "Evaluation and Treatment of the Brachial Plexus in Sports."

Career and Family

Women have brought a new look to a profession that has struggled for decades to shake the tired image of a liniment-soaked rubdown man. They've also introduced a new element that is sure to alter employers' perception of athletic trainers in the 1990s: motherhood.

"Administrators and other employers look upon women differently because of our ability to bear children," said Daphne Benas, head trainer at Yale University since 1978. "I think some of them regard women as less dependable, or perhaps more disposable. It's as if child bearing is a cross we have to bear, or a cross that must be carried by those who judge us."

Said Wollenburg: "It's a factor that becomes much more significant as women continue to make up a higher percentage of the membership. As things stand now, there is no way women can maintain a happy marriage, raise children and work the long hours we're expected to work."

Pat Troesch is one ATC who found an administration willing to compromise in order to keep her. The former District Four Secretary has worked 9 years at Miami University and currently serves as director of a successful athletic training curriculum program. Troesch postponed having her first child until 2 years ago but, with a little help from her department chairman, she's managed to find a balance of family and career.

"Stress is a problem, a universal problem in our business, but especially when you have a new child," Troesch said. "I often feel like I'm being pulled in 10 different directions."

cont'd on page 16

QUOTABLES

"We have a generation brought up on Superman, He-Man and Rambo. These kids are taking steroids because they think the opposite sex wants them to look like action figures."

Chief physician of the International Federation of Body Builders, Dr. Bob Goldman, documenting the trend that one in 15 high school senior boys have used steroids.

—Chicago Sun-Times
December 16, 1988

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"It has to start, not at the collegiate level, but at the interscholastic level. Unfortunately, at the interscholastic level, not much is being done. That area is wide open for leadership."

NATA Board of Certification Chairman Paul Grace taking issue with the absence of an organized campaign to deter the use of anabolic steroids by U.S. high school athletes.

—Education Week
October 12, 1988

* * * * *

"A lot of schools have their head in the sand. Medical care to young athletes at the high school level is not very systemized, as opposed to college."

Dr. Lyle Micheli, director of sports medicine at Children's Hospital in Boston, sharing his feeling that every high school should have both a team doctor and a certified trainer. Micheli is trying to set up a sports clinic for Boston secondary schools.

—Boston Globe article reprinted in the
Chicago Tribune, January 8, 1989

* * * * *

"A lot of trainers understand anatomy, physiology. He understands that, but he understands people. He's got great intuitive sense about how kids feel."

College of the Siskiyous (Weed, Calif.) assistant football coach Dan Haskins comments about athletic trainer Rob Sanchez.

—Record Searchlight (Redding, Calif.)
January 21, 1989

* * * * *

"Students used to be the equipment managers and coaches were the trainers. They did the taping—and there wasn't much used. Maybe two rolls before a game. I remember once Griff (ex-Bakersfield College coach Goldie Griffith) giving a kid a quarter and telling him to run down to the drug store for a roll of tape. Now you have girls all over, training assistants, taping and everything. You never used to see a girl around the dressing room."

Seventy-year-old Dr. Bob Sheldon reflecting on changes during his four decades as a volunteer physician at Bakersfield High School and Bakersfield College.

—Bakersfield Californian
January 25, 1989

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"They slid a board underneath me and strapped my head down so I couldn't move anything. From what they told me, if someone had tried to move me incorrectly, I probably would have been a paraplegic or a quadriplegic."

Randy Perkins, who suffered a broken neck several years ago while at Albuquerque Academy. After surgery, Perkins was able to run track the following spring.

—Changing Times
February, 1989.

* * * * *

"We have to get rid of the 'McDonald's principle.' The assumption now is that if an athletic trainer leaves, (the school) can always hire someone new right out of college."

Northern Virginia Sports Medicine Association president John Almquist taking issue with the fact that teacher/trainers are suffering from "job burnout" after a couple of years. Fairfax County School District, in Northern Virginia, is one of several areas in the country that have full-time ATCs on staff at all or almost all its high schools. ATCs in Fairfax County are mounting a campaign for increased pay, protected teaching positions and assistant trainers.

—Arlington Journal
January 13, 1989

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"How do you measure savings in light of a kid's health and safety. Everyone has to realize a trainer is not a high-cost item when you look at the benefit it will give to hundreds of kids in your school. It becomes cost effective."

Nyack (New York) High School athletic director Paul Lankau relating his efforts to place an athletic trainer at his school.

—Nyack Rockland Journal-News
October 23, 1988

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"There are too many school districts that can't find funding for the position. There are also a lot of people that are ignorant as to the job of a trainer. Until groups of parents push for it, most school systems will do nothing."

Hackettstown High School athletic director/athletic trainer John Hughes explaining why only three high schools out of 10 in Sussex County, N.J. staff a certified athletic trainer.

—(Newton) New Jersey Sunday Herald
October 2, 1988

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"It took me five years to recover from that [1965] fatality. Every time two kids ran into each other, it would scare the hell out of me. It's something you have trouble getting over. When I read of the Kenneth Jennings incident, I didn't regret being out of coaching."

Thirty-four-year football coach Fran Prendergast, who retired from Chicago Kelly High School in 1984, recalling a fatality that occurred to one of his players in 1965 after he heard about Kenneth Jennings, a Simeon High

School football player who was paralyzed last fall in a Chicago Public League football game.

—Chicago Sun-Times
October 17, 1988

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"There are a few people on the board of education who have got to realize that student athletes and kids involved in extra curricular activities at the school are just as important as the kids that have problems. We have all kinds of programs. Drug counselors, truancy counselors, stress counselors. It's about time we started doing a little extra for the kids that are there and giving their all for the school."

Matawan Regional High School football coach Joe Martucci wondering why proper medical supervision isn't a priority at his school while many smaller high schools nearby have a certified trainer.

—Asbury Park (N.J.) Press
October 11, 1988

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"It's revolting to me that a person has to be concerned about those things. Yeah, this is part of this day and age and we need to comply. This has become the day and age of litigation. Sometimes (being a coach) hardly seems worth it for the ramifications that come out of it."

Thompson Valley High School (Colorado) wrestling coach Dan Juergensen reacting to the "Guidelines for Handling Body Fluids in Schools" adopted by the school district to prevent the spread of communicable diseases, which require coaches and trainers to wear rubber gloves.

—Loveland (Colo.) Daily Reporter-Herald
November 1, 1988

* * * * *

"Every pro and college athletic program has an athletic trainer, and yet that number is insignificant compared to the number of high schools. There are more than 20,000 high school athletic programs around the country, and 15,000 have football programs. Less than 3,000 schools have NATA-certified trainers."

Phoenix-based risk management consultant Rick Ball wondering when secondary school administrators will realize high school athletes have the greatest exposure to injury and are the least protected.

—The Register-Guard (Eugene, Ore.)
December 22, 1988

NATA NEWS

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We'll Always Need Volunteers

Several stories in this second issue of our newsletter illustrate the sweeping changes that have occurred within the NATA during the past few years. New headquarters will open by June to accommodate a growing membership. Financial security has been strengthened with the addition of Medipren as a new corporate sponsor. The growing number of women entering the profession are breathing fresh air into the association. And an "Executive Coordinator" will be

named later this year to direct operations in Dallas.

These changing times are good for the NATA, but one thing will never change. We'll always rely on volunteers. The addition of one or two full-time professional administrators will not render useless a system fueled for the past 40 years by dedicated volunteers. The NATA will always rely on volunteers and that, we think, is a good thing.

LETTERS TO THE EDITOR

Clinical ATCs Can Provide Good Care

Ypsilanti, Mich.—I enjoyed the first NATA newsletter very much and am pleased to see this communication at the national level. I was particularly interested in the article entitled "1990's Sparks Controversy Over Health Care for Prep Athletes."

I think it goes without saying that the need for quality medical coverage at the high school level is something we all recognize. I agree with Joe Godek's point that the NATA has to look for a variety of ways to provide schools with the services of an athletic trainer. I do not think that every school in the United States will be able to acquire a "full-time" trainer, either in the pure sense that they are available all day functioning in their capacity as a trainer or the option the NATA seems to support that of a teacher-trainer.

I am also in agreement with the comment made by Bruce Kola that a "rent-a-trainer" who only covers games a couple of times a week does not convey to the public the true value of an athletic trainer. This is not an answer to quality care for high school athletes.

This brings me to the point I want to make. It is possible to provide quality care for high school athletes using a clinic-based athletic trainer. I am the director of athletic training services for The Center for Sports Medicine and Fitness. We presently employ nine certified athletic trainers who are each contracted to local high schools on a "full-time" basis. That is, they arrive at their school at 2 p.m., which is usually about an hour before class is dismissed, and remain until practice and/or games are over. This arrangement is five days a week, Monday through Friday. They travel with varsity football and cover all home events.

The school pays approximately \$10,000, half the salary of the trainer, which is based on the salary of a first-year school teacher. Each trainer also works 2-3 mornings a week in the clinic providing therapy. Our trainers work between 45-60 hours per week based on seasonal activities. Thirty to 40 hours of

their time is spent at the school. Our ATCs receive from \$18,000 to \$25,000 annually.

I feel the NATA should recognize that the clinical trainer is a trainer of the 1990s. They can provide quality coverage for high school programs and should be considered a real option for solving the problem or providing athletic trainers at the high school level.

John W. Robinson, M.S., ATC, EMT
Athletic Training Director
The Center for Sports Medicine & Fitness

* * * * *

Dallas, Tex.—The NATA's goal of placing an athletic trainer in every high school is admirable. Through great effort, impressive progress toward this goal has been made. However, there is no quick fix for filling the void in (17,000 of) the nation's schools that do not have the services of a certified trainer today. The clinical athletic trainer is helping fill that void.

As the NATA grows, we as an organization are expected to accept more responsibility. That may mean upgrading the educational level of the athletic training student to work in the clinic setting, among other things. Clinic trainers are an important part of the NATA today, and if the current trends continue, they may be the backbone of sports medicine in the future.

Larry Gardner, LAT, PT
Director of Rehabilitation
Sports Medicine Clinic of North Texas

* * * * *

Get Facts Straight

Wilmington, Del.—In the first issue of NATA News, the chairman of the NATA Licensing Committee noted that Delaware was in the process of submitting a bill where "ATCs would be categorized as physical therapy aides." I would like to take this opportunity to correct that statement.

Under the current Physical Therapy Practice Act, athletic trainers are classified as aides. The Delaware Athletic Trainers Association (DATA) and the Delaware Chapter of the American Physical Therapy Association (DEPTA) are working closely together to change the current law which restricts the ATC working in a clinical setting.

In March, a bill was scheduled to be introduced in the House of Representatives that would allow state licensure of athletic trainers under the therapy practice act. To quote from the bill:

"The athletic trainer functioning in the non-clinical setting may evaluate, treat, and provide appropriate first aid to injuries incurred by the athlete during participation in scholastic, professional, or sanctioned amateur athletic activities. All treatment for injuries to athletes require a physician's referral, except for minor sprains, strains, and contusions, first aid excluded..."

An athletic trainer functioning in a clinical setting may use therapeutic exercises and modalities such as heat, cold, light, air, massage, water, sound, and electricity, for the treatment of musculoskeletal injuries. The athletic trainer may also provide first aid in the clinical setting. All treatment by the clinical athletic trainer must be performed while under the direct, on-site supervision of a physical therapist."

The supervision of an athletic trainer by a physical therapist, and not a physician, was a necessity due to a pre-existing state law regarding physician-owned physical therapy practices.

The DATA membership voted unanimously to accept the bill as worded above, and we have begun a state-wide lobbying effort in concert with the DEPTA.

Lois Impagliazzo, ATC, PT
President, Delaware Athletic Trainers Association

What's In A Name?

In response to our invitation to name this newsletter, we wish to express our appreciation to everyone (all four of you) who submitted recommendations.

We actually received more votes (not many, mind you, but more) in favor of the existing name than suggestions for a new title. But the jury is still out. So, as promised, we hereby list "the best" of proposed names for this publication.

Half-Time Highlights
Professional Practitioner
Trainers' Heartbeat
Trainers' Pulse
Training Table News
NATA Dispatch
NATA Intermediary
NATA Reflections
NATA Scope

Here's an Effective Method to Promote HS ATCs

While there are many reasons for the steadily increasing number of employment opportunities for athletic trainers in the late 1980s, one that everyone agrees is most effective is the personal presentation to school boards and school administrators by one or more experienced ATCs from the community.

Last year, three ATCs affiliated with the University of Wisconsin presented a concise and effective clinic to an audience of secondary school administrators and school board members from across the state. By sharing a portion of their one-hour clinic with a local physician, Brad Sherman, Dennis Helwig and Dan Campbell offered a lively and informative presentation that triggered a series of insightful questions.

Sherman is director of the sports medicine center at University Hospital in Madison. Campbell coordinates athletic training activities at the same center, and Helwig is head athletic trainer at the University of Wisconsin in Madison.

What follows is an outline of the presentation made to Wisconsin's school officials. ATCs are encouraged to use it as a starting point when called upon to make a presentation in the community.

I. Introduction

- A. Secondary school administrators and school board members are responsible for choosing the level of health care for their students.
- B. Levels of health care available (good, better, best).
 1. Good—Using existing staff to deliver care.
 - a. limited by lack of formal training for coaches and athletic directors.

- b. growing number of non-faculty coaches.
2. Better—Contracting limited athletic training services through a sports medicine clinic.
3. Best—Full-time teacher/athletic trainer.

II. National Trends

- A. Overview of athletic trainers' role at all levels of sports.
 1. Health care provided at collegiate and professional level (ratio of ATCs to athletes is 1:25).
 2. Disproportionate number of athletes vs. ATCs at the high school level (ratio of ATCs to high school athletes is 1:1,900).
- B. Review of NATA injury surveillance studies (list number and severity of injuries in high school sports, based on NATA studies).
- C. Cost effectiveness of teacher/athletic trainer.
 1. Equivalent of a head coaches salary for entire school year vs. one season.
 2. Cost of contracting with a sports medicine center.

III. The Athletic Training Profession

- A. List the six domains of athletic training.
- B. Outline educational and professional requirements for ATCs.
- C. Explain NATA certification process.
- D. Organization and function of the NATA.
 1. Membership breakdown.
 2. Board representative from 10 NATA districts.
 3. Five key NATA committees.
 - Certification
 - Professional Education

- Licensure
- Continuing Education
- Journal

- E. Membership statistics from 1987 survey (see related story in this edition of *NATA News*).

IV. Physician Presentation

- A. The physician/athletic trainer relationship.
- B. Problems for physician working without an athletic trainer.
 1. Lack of communication/injury reporting system.
 2. Absence of supervision for prevention and rehabilitation programs.
 3. No certification standards for coaches.

V. Status of High School Health Care

- A. Physician availability.
- B. Level of care by school classification and region.
- C. Local continuing education requirements for coaches providing injury care.
- D. Number of high schools that staff certified athletic trainers.

VI. Summary

- A. Review concept of good, better, best.
- B. Emphasize that level of health care is determined by school officials and school board members.
- C. Indicate ATC willingness to assist in any way.

NATA Wrapping Up HS Injury Studies

The NATA Board of Directors agreed in February that research studies conducted since 1986 to measure the number and severity of injuries in select high school sports have served their purpose. As a result, the Board supported recommendations made by research director Dr. John Powell and NATA public relations counsellors to suspend the studies.

"The studies have shown a consistent pattern of injuries in football, basketball and wrestling," explained NATA Executive Director Otho Davis. "We've demonstrated to the public that injuries are a crucial factor in sports that must be addressed. There is evidence that more school administrators are addressing the problem. We'll shift our emphasis now to provide recommendations for solutions to the problem."

A final report on the current year's basketball and wrestling injuries will be released to the media in June during the NATA clinical symposium in Dallas.

Recommendations for injury prevention are expected to be released by the NATA periodically during the coming school year.



Helwig, Sherman and Campbell make a formidable presentation team in their efforts to improve athletic health care in Wisconsin high schools.



The PBATS executive committee led their satellite organization from obscurity in 1983 to a position of progressive leadership within the profession. They are (from left) Ned Bergert (California Angels), Dick Dent (San Diego Padres), Charlie Moss (Boston Red Sox), Dick Martin (Minnesota Twins) and David Pursley (Atlanta Braves).

Continuing Education Grooms Future Pro Baseball ATCs

By David Mooney

Tending to the health care needs of baseball's most talented athletes through training camp and the rigid 6-month, 162-game regular season is only part of the challenge athletic trainers face in professional baseball. Aside from the prevention, treatment and rehabilitation of athletic injuries, MLB trainers have made a commitment to improve the image of their profession by developing a continuing education program for athletic trainers at all professional levels of the game.

Last year, major league trainers opened membership of the Professional Baseball Athletic Trainers Society (PBATS) to all 150 minor league trainers in order to form a more cohesive working relationship. The expansion makes PBATS the largest of all athletic training organizations in professional sports, and it gives minor league trainers a voice in the future of their satellite organization.

Educating Colleagues

PBATS was founded in 1983 for the purpose of increasing knowledge and improving the techniques of all of professional baseball's athletic trainers. Since then, the organization has unselfishly channeled its resources to develop a series of educational programs and services designed to keep minor league trainers informed of rapidly changing events in the health care arena. The following programs were designed to meet those objectives.

- Two continuing education seminars, sponsored by the maker of Gatorade Thirst Quencher, are conducted each spring for minor league trainers. Under the direction of Houston Astros' head trainer Dave Labossiere and Oakland Athletics' assistant trainer Larry Davis, the seminars

keep minor league trainers in touch with the ever-changing developments in the health care industry.

- "Home Plate Strategy," a resource guide to good eating, was first published in 1988 specifically with minor league players in mind. Authored by a nutrition consultant, the booklet offers advice for proper eating on a limited budget. It was revised in 1989 and published in both English and Spanish.
- The PBATS Video Library was developed to give members access to virtually any subject pertaining to athletic training. Maintained by Kansas City Royals trainers Mickey Cobb and Nick Swartz, the system is free to all PBATS members.
- The PBATS Notebook Program was introduced so that current research and news articles related to athletic training could be distributed periodically to minor league trainers.
- A booklet titled "Trunk Stretching and Strengthening Conditioning Pro-

Ind. Lawmakers Weigh Faculty-Trainer Bill

The Indiana Athletic Trainers Association is encouraged with state legislators' interest this spring in a bill that would create partial funding for a modified faculty-athletic trainer program.

The bill would create funding to assist high school faculty members who wish to take summer courses to learn basic athletic training. The bill, however, does not provide school systems with funds to employ teacher-trainers.

"The bill is less than what we asked for," said IATA President Jack Mansfield, "but we believe it is a step in the right direction. We are encouraged that for the first time in Indiana, legislators are taking steps to address the absence of health care in high school sports."

gram" was distributed to minor league players in 1988. Written by Robert G. Watkins, M.D., of the Kerlan Jobe Orthopaedic Clinic in Inglewood, Calif., the booklet is designed to encourage the use of flexibility exercises to improve muscle control and prevent injury.

- PBATS took the spotlight in 1988 by publishing "The Professional Baseball Athletic Trainers Fitness Book." Authored exclusively by PBATS members, the book features an inside perspective on topics such as conditioning, psychology and nutrition.

PBATS Supports NATA

PBATS continually lends support to the NATA. Last summer, for instance, Philadelphia Phillies' head trainer Jeff Cooper lectured on elbow surgery rehabilitation techniques at the NATA's annual clinical symposium. This June, California Angels' assistant trainer Ned Bergert will speak on "Instability of the Throwing Shoulder" at the NATA symposium in Dallas.

In addition, PBATS awards a \$1,500 college scholarship each year to the NATA, which in turn presents it to a worthy student athletic trainer. The recipient of the PBATS scholarship in 1988 was Debbie Crowell of Central Michigan University.

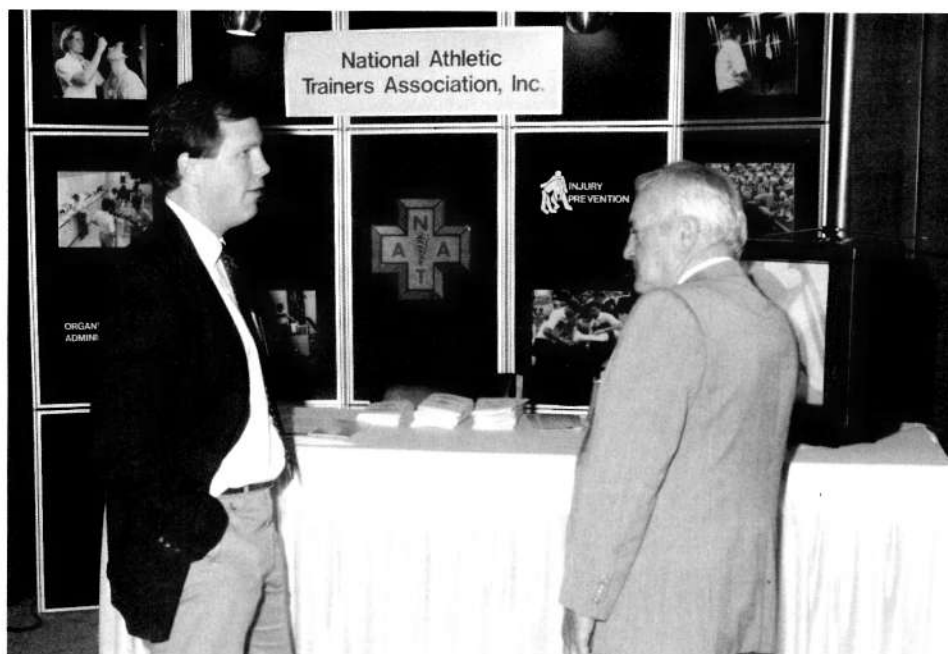
All future PBATS scholarships awarded through the NATA will be named in honor of Ralph Salvon, the late trainer of 23 years for the Baltimore Orioles. Mr. Salvon died July 7, 1988 from complications of quadruple heart bypass surgery.

Helping Their Own

To further advance knowledge in athletic training, PBATS also awards up to four scholarships annually to minor league trainers. Coordinated by Houston's Labossiere and New York Yankees' head trainer Gene Monahan, any PBATS member who is working toward a worthwhile educational endeavor is eligible for the \$1,000 scholarship. The 1988 PBATS scholarship award recipients were:

- Tom Spenser of Milwaukee's Class A affiliate, the Beloit Brewers in the Midwest League.
- Christopher Verna of the Seattle Mariners' Class A team, the San Bernardino Spirit in the California League.
- Ernie Allen of Cincinnati's (Rookie) Sarasota Reds in the Gulf Coast League.

PBATS president Charlie Moss has led his small organization from near oblivion five years ago to the top of the mountain. By dedicating themselves to an integrated education program for minor league trainers, major league athletic trainers have done a service to the grand old game. By achieving their goals, and exceeding everyone's expectations, PBATS has done a service to the NATA.



Two thousand packets of athletic training information and results of NATA studies on high school sports injuries were distributed this spring to secondary school officials through the NATA exhibit booth. Bill Prentice, Ph.D. (left), coordinator of the sports medicine program at the University of North Carolina at Chapel Hill, has staffed the NATA booth since 1982.

ATC Holds Ground; Athlete Spared Possible Paralysis

At age 34, Michael Folsom is not your average student trainer. And his actions at a recent high school basketball tournament once again proved the importance of having a competent athletic trainer to protect student athletes.

On February 23, Folsom, a senior in the athletic training curriculum at Brigham Young University, was on duty at the Utah state boys' 3-A high school basketball tournament.



Michael Folsom

"It was the closing seconds of the third quarter, when I saw a player fall backwards in the lane on an inbound play," Folsom explained. "He landed on his back and rolled over on his stomach."

Kevin Andersen of Mountain Crest High School did not get up after the play.

"I immediately performed an inspection and was careful not to move him," Folsom continued. "I began palpating the cervical area. He was having spasms. His 5th, 6th and 7th cervical vertebrae and the first thoracic were tender. He appeared to have complete neurological function, and was able to respond to my questions. But when I questioned him, he said he heard a popping sound. I suspected there could be serious damage to the spine."

As Folsom calmly directed the player to remain in the face-down position, he summoned security officials to call for an ambulance. Because Andersen was moving his legs, most fans believed his injury was not serious and called for officials on the scene to carry the player off the floor so play could continue.

"It took 20 minutes for the ambulance to arrive," said Folsom. "During that time, fans wanted to get him off the court. Even some of the coaches said, 'let's get him up and get going.'"

"But I made my decision to keep him where he was because there was a possible cervical injury," Folsom said. "Once he came to rest, that's right where he stayed until the ambulance came."

The player sustained a 7-millimeter displacement of his fourth and fifth vertebrae. Physicians later said that even slight movement of Andersen's head could have resulted in quadriplegia or death.

The player's parents have publicly praised Folsom for properly handling the situation under stressful conditions.

"We think he saved Kevin's life," Annetta Andersen told the *The Provo Daily Herald*. "It's pretty hard to express how you feel about that. If one thing had been handled differently, there would have been two options and neither was very pleasant."

After Andersen was stabilized, surgery was performed to fuse the two vertebrae together. Four days later, under his doctor's supervision, Andersen was up and walking.

Folsom is keeping the incident in perspective.

"I was just doing my job, what I was trained to do," he said. "I feel any other athletic trainer would have done the same thing in that situation. I'm just

NATA Runs Ad to Reach High School Administrators

A full-page advertisement appears this spring in three publications widely read by school administrators to help convey the NATA's concern for secondary school athletes and better acquaint school officials with athletic training.

The two-color ad (opposite page) was conceived after 11 educational and allied health care organizations submitted position papers in support of the NATA's nationwide public education program to reduce the number and severity of athletic injuries among secondary school athletes.

Each organization granted the NATA permission to publish the ad. It appeared in March and April in *The National School Board Journal* and *Executive Educator*, two nationally distributed magazines; and in three issues of *Education Week*, the industry's weekly newspaper.

"The goal of the advertisement," said NATA Executive Director Otho Davis, "is to make it clear to administrators that we are here to help them meet their athletic health care needs."

Davis said about 4,000 school administrators and school board members will receive information about the NATA and results of its injury surveillance studies.

glad BYU head trainers George Curtis and Dr. Earlene Durrant stress the conservative method of handling injuries of this nature. They have provided the proper disciplines to make the right decisions."

On March 25, Folsom received a special commendation during a ceremony held at Utah governor Norman Bangerter's office with several university head trainers and state high school association officials in attendance.

Always Loved Sports

Folsom returned to BYU to pursue a degree in athletic training 12 years after dropping out.

"My daughter was born with major heart defects and I had to get a job to cover the medical costs," Folsom recalled.

The years that followed proved tough on him. His daughter had five heart surgeries. She's doing better now, although her heart condition persists. During that period, Folsom found success in the corporate world.

"I was making six figures working in Newport Beach, Calif. as a mortgage broker," Folsom explained. "I was only doing what I had to do to take care of my child. But in the back on my mind, I wanted to return to athletic training."

Folsom will be working this summer with the NFL's Philadelphia Eagles under head trainer Otho Davis.

**We're working
to reduce
the number
and severity
of injuries
among
secondary
school athletes.**

**But that's
not to say
we're working
alone.**

The National Athletic Trainers' Association would like to show you how we can help minimize the impact of injuries in high school sports. For a free information packet about the NATA, and results of our nationwide injury surveillance studies, please send a self-addressed 9 x 12 envelope with \$1.05 postage to the new NATA national headquarters:

NATA Injury Management Program
P.O. Box 515167
Dallas, Texas 75251

NATA information packets will also be available at:

Booth #908—

**The American School
Administrators Convention**
March 3-6 in Orlando.

Booth #322—

**The National School Board
Association Convention**
April 1-4 in Anaheim.

"AASA supports the NATA's call for the establishment of minimum health care standards for all of the nearly six (6) million high school athletes in the U.S."

—American Association of School Administrators

"....On behalf of (our) 1,000 members, most of whom are team physicians, the AOSSM will participate actively in the NATA (injury management) program and (we) endorse the concept that one effective means of enhancing the safety of athletic programs in U.S. high schools is to procure the services of a certified health care professional, ideally a NATA-certified athletic trainer or professional with equivalent credentials."

—American Orthopaedic Society for Sports Medicine

"The risk of injury and/or re-injury to secondary school athletes can be reduced if more high schools retain the services of either certified athletic trainers or other allied health care professionals with similar credentials to work in conjunction with physicians and school nurses."

—National Association of School Nurses

"One means by which to effectively enhance safety and reduce risk of injury and liability is to procure the services of a certified health care professional, ideally a NATA-certified athletic trainer or a professional with equivalent credentials."

—American College Health Association

"An NATA-certified athletic trainer is one of the most valuable means by which we can minimize risk of injuries to high school athletes."

—National High School Athletic Coaches Association

In sincere appreciation of their continued support and cooperation, we're proud to recognize some of the other organizations that endorse the NATA's program to minimize risk of injury, and enhance the health and well-being of high school athletes:

The American Academy of Podiatric Sports Medicine

The American Kinesiotherapy Association

The American Trauma Society

The National Academy of Sports Vision

The National Association for Girls and Women in Sport

The National Association for Sport and Physical Education



Negotiate Benefits Before Taking Job

cont'd from page 7

- Ask how many hours per week, or month, you'll be expected to work. How much vacation time will you receive? What about pension plans?
6. A fulfilling career requires ATCs to have time for other activities to balance their lives—time for family, friends and time to relax and exercise. When we use a disproportionate amount of time to care for others, Phills warned, we tend to neglect ourselves. Athletic trainers are especially prone to this tendency.
 7. Determine what setting best suits your career goals. Form a vision of what you want from your career and paint a picture of where you want to be in five years. Recognize the advantages, benefits and trade-offs of working in one setting compared to another (as in a traditional training room compared to a private clinic).
 8. Develop personal contacts to enhance career opportunities. Ingols said 60 to 80 percent of jobs in all professions are the result of personal contacts.
 9. Be persistent. Expect setbacks, but keep in mind that all good things are worth waiting and working for. Be confident that you will reach your goals because, with confidence and persistence, you will.

NATA members who reside in Districts 3, 6, 8 and 9 will have the opportunity to hear Ingols or Phills speak at their district meetings in the months ahead.

Motherhood Comes to Training Room

cont'd from page 9

Another concern, Troesch said, is that some women are willing to accept less salary to work in college, perhaps because they are anxious to prove they can succeed at that level.

"Personally, I would hate to work in a clinic, and I don't want to go to a high school," Troesch said. "And although I could earn more elsewhere, I like college, and because I like it, I stay. That's the Catch-22, which makes me part of the problem."

Schmucker, who has been at Detroit since 1983, said she plans to get married. Like many women, she said, marriage and children will change her perspective.

"I'm 28, and I think about having children," Schmucker said. "I don't want to drop them off at a day care center on my way to the training room every day. I want to watch them grow up, and that's not possible with all I have to do here."

The Salary Situation

Recent surveys indicate starting salaries for ATCs are finally getting in step with those of school teachers—a watershed the NATA has been aiming at for some time—ranging from \$18,000 to \$28,000 annually, depending on geographic region.

But as the NATA adds from 700 to 900 young certified trainers to its ranks every year, there is concern that the youth movement will compromise the bargaining power of more experienced

ATCs. Considering there are only 7,000 certified trainers actively working in the U.S., steady immigration of young ATCs is expected to place downward pressure on salaries across the board.

That problem is exacerbated, said Miami's Troesch, when young trainers who are determined to prove they can succeed take full-time positions for as little as \$12,000 to \$14,000. She said the scenario happened "yet again" in her part of the country earlier this year.

"It made me furious," Troesch said. "When people talk about the feminization of athletic training, they're expressing concern that women will accept lower salaries than men for doing the same work. I'd like to think so-called feminization will make athletic training a better profession. It can, but not if we sell ourselves short."

Women working in athletic training, at least those we interviewed, were intent on reminding their colleagues that the profession's fight for respect begins with each individual's self respect. They echoed what NATA presidents have been saying for many years now: employers will not appreciate athletic training until ATCs respect themselves.

The women we spoke with don't want to change the complexion of athletic training, they want to change its chemistry. They want to revive its spirit and give it a new sense of purpose. They want athletic trainers to have a stronger sense of self-esteem. And they want to change things for the better now.

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