

Since 1974, the NCATA has served to support athletic trainers, to promote and advance the profession of athletic training in North Carolina. The NCATA is a member of the Mid-Atlantic Athletic Trainers' Association (District 3) and the National Athletic Trainers' Association.

**NC Board of
Athletic Training Examiners**

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**Change of
Address or Email?**

To those members who have moved, we need your help! Your corrected contact information is requested. Please go to the NATA website "Members Only" section www.nata.org/members1/members.cfm to update. Please be assured your information is secure. It will only be used for NATA membership communication.

INSIDE Update

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President's Update

Happy New Year!!!

It's 2004 and the NCATA is off and running. January 10th we were able to formally open the North Carolina Athletic Training Hall of Fame. The Hall of Fame wall is now a reality. This Association is grateful to Appalachian State University for this site. My thanks go out to Andy Massey, Dr. Jamie Moul, Eugene Everett, and Dwayne Durham for their efforts in establishing the North Carolina Athletic Training Hall of Fame.



Mark White ATC-L
President, NCATA

The NATABOD met this past week to discuss the summer symposium for students. We are going to change venues for the first time in six years. Scheduling the symposium for July is not allowing us to return to Elon University. My thanks and appreciation goes out to Marty Baker at Elon for his unselfish work with the NCATA symposium during the past six years. Randy Pridgen told me on several occasions that Marty could be counted on for helping make the symposium the best high school student symposium in the country. Again, Marty, thanks from me and the NCATABOD. The symposium will move back to UNC@Greensboro this July. The dates for the symposium will be July 20-22. More information will be available soon, so check the website for registration information.

The NCATA annual meeting is March 12-14 in Wrightsville Beach. I hope that you make arrangements to attend our state meeting. At this time we have over 100 athletic trainers registered for this meeting. If you need registration information, it can be found at www.ncathletictrainer.org. I know that it is a busy time for each of us but I would hope that you can attend. We have also invited the Athletic Trainers' from South Carolina to our meeting. While at the meeting please stop and see me I have a special gift for each of you.

In the next several months' the athletic training population will converge on Wrightsville Beach, Virginia Beach, and Baltimore. We are fortunate that this year's meetings are very close. I would hope that you can make it to a couple of them.

I wish you the best of luck with all your athletic teams this spring.

Sincerely,
Mark

NCATA Board of Directors 2004

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PR COMMITTEE UPDATE

March is Athletic Training Month and this year's theme is "Injury Treatment: Early Care Speeds Recovery". The NATA has provided a resource area on their website www.nata.org to help members with promotional ideas. Some examples of the resources include:

- Downloadable logos to use with your emails and publications
- Professionally prepared audio PSA's that can be sent to media outlets
- Downloadable print ad
- Promotional items
- E-cards (More about this later)
- Suggestions for contacting local media outlets for PSA's
- Sample proclamations for local governments

Two easy ways to promote Athletic Training Month

1. Voice mail message. Place a message about athletic training and Athletic Training Month in your voice mail greeting. The number of people who ask about Athletic Training Month because of the message will surprise you.
2. E-Cards. E-cards are multimedia emails. The one that has been prepared by the NATA is excellent. During the month of March send a card to persons that have the ability to impact the profession of athletic training in North Carolina. Examples include school system administrators, principals, athletic directors, coaches, healthcare administrators, and physicians. It's quick and easy, so why not send an E-card?

Additional PR Items of Interest from the NATA PR Committee

- The NATA is currently in the process of revising the athletic training PowerPoint presentation, NATA Fact Sheets, and customizing the E-cards for specific groups.
- A comprehensive information guide is being developed for secondary school personnel, legislators, and trade show exhibits.
- The Fox News broadcast from MA regarding unlicensed individuals practicing athletic training will be sent to all state presidents. The presidents may encourage members to contact media outlets in their state to pursue a similar investigative report.



Committee on Reimbursement

The committee has begun work on its 2004 action plan. We are contacting several states that have had success with national insurance carriers that have turned us down, but are paying in those states. We are contacting the Wisconsin Athletic Trainers Association that has done a great job in developing grass roots interest and assistance from its membership, regardless of their practice setting. We are contacting the Georgia Athletic Trainers Association that has gotten legislation enacted that assures them of reimbursement. Finally, we are developing a packet that will be presented to carriers explaining who we are, where we work and what we do. Our goal is to begin contacting insurance companies in the third and fourth quarters of 2004. The committee looks forward to seeing you in Wilmington next month. If anyone has suggestions, comments or contacts within the NC insurance industry, please contact the committee chair, Bill Griffin, bgriffin@gsoortho.com.



NCATA Dedicates Hall of Fame

The North Carolina Athletic Trainers' Association dedicated the permanent home of its Hall of Fame on January 10, 2004 in Boone, NC during a halftime ceremony of the Appalachian State - Wofford basketball game. The Hall of Fame is now located on the first floor of the Seby Jones Arena within the George M. Holmes Convocation Center on the campus of Appalachian State University. The dedication was performed with NCATA president Mark White and past president Craig Baker presenting the Hall of Fame members with replicas of the plaques that will be located in the facility.



Hall of Fame members present for the ceremony were (Left to Right): John Burney (2002), Steve Womack (2003), Zachariah McNeill (2003), Mary Broos (2001), Kirby Patterson (2003), Scott Barringer (2001), Elton Hawley (2000). Not pictured: Burney Capps & Bob Ford



Elections 2004

District 6 Director



Jolene Miller Henning, EdD, ATC-L, is the Program Director at The University of North Carolina at Charlotte. She is a North Carolina native and received her BA in Sports Medicine from Catawba College in Salisbury. Dr. Henning was a graduate assistant at NC State University prior to attending The University of Virginia where she earned a Master of Education degree in Athletic Training. She received her Doctorate of Education degree from Ball State University in Indiana while working as a faculty member in their academic program.

Steve Ashby is employed as the Head Athletic Trainer at Mount Pleasant High School (MPHS) in Mount Pleasant, North Carolina. He has been an ATC for 4 years and has enjoyed working in several settings including high school, collegiate, clinical, and professional. Before joining MPHS in 2002, he worked as the head athletic trainer for the United States Basketball League's St. Louis SkyHawks. While at this position, Steve was responsible for support staff and professional staff relations, travel coordinator, and public relations of medical information. As the high school athletic trainer, Steve has gained experience in administration of coaches and athletes, and the importance of public relations in the community and with parents.



By continuing his role on the Board of Directors, he would like to focus on the employment opportunities for athletic trainers in secondary schools. This involves working with Accredited College/University programs, Physician clinics, Physical Therapy clinics, and the Department of Public Instruction to ensure the employment of our new athletic trainers as well as the established athletic trainers in the state. Additionally, he would like to make athletic training more recognizable in the state by publicizing information about the organization and profession to health care providers and the public.

Steve graduated from Appalachian State University in 2000 with a BS degree in Athletic Training. He credits his leadership abilities to the many teachers, friends, and colleagues who have influenced his past. Especially, Scott Barringer for the opportunity and guidance he has given over the past two years.

District 8 Director

Van Whitmire, MHS, ATC-L, CSCS is the Head Athletic Trainer for Brevard College as well as an instructor in the Exercise Science Division. He oversees the daily operations of the training room for 13 intercollegiate athletic teams and also serves as an instructor for the Exercise Science program in Sports Medicine and Biomechanics.



After a four year tour in the United States Marine Corps, Van earned a bachelor's degree in sports medicine from Pfeiffer College and a Master's degree in Health Sciences from Western Carolina University. He was the Head Women's Athletic Trainer and Strength and Conditioning coach for UNCA for 5 years before serving as the Coordinator of Sports Medicine for Blue Ridge Bone & Joint Clinic, located in Asheville, NC. While working at Blue Ridge, he served as the Head Athletic Trainer for the Asheville Smoke Pro Hockey Team and provided athletic training services in the Blue Ridge Physical Therapy Clinic. After two years in the clinical setting, Van returned to UNCA as the Head Athletic Trainer, before accepting a position as Head Athletic Trainer at Brevard College in the fall of 2001. He has also served as the NCATA's director for District 8 for the last two years.

The Brevard native is happy to be back home, and along with his wife, Brenda and two sons, Cody (13) and Dylan (10), he is committed to excellence and the continued growth of the sports medicine profession.



James R. Scifers, LAT, ATC, DScPT, PT, SCS is a newcomer to North Carolina and the NCATA, having relocated to Western North Carolina from Maryland. James serves as the Program Director for the developing Athletic Training Education Program at Western Carolina University. In addition, he remains clinically active in the field of Athletic Training, serving as an Assistant Athletic Trainer for Football and Baseball at WCU.

Although new to the state, James brings a great deal of experience and energy to the NCATA and is anxious to become more involved in the state organization. Prior to coming to North Carolina, Scifers served the Maryland Athletic Trainers' Association as President, Vice President, Newsletter Editor, Webmaster and also played a major role in organizing the state's ongoing licensure efforts and continuing education offerings. He is also an active member of the Mid-Atlantic Trainers' Association as Chair of the Poster Committee and the National Athletic Trainers' Associations serving as Liaison to the APTA.

Scifers holds a Doctor of Science degree in Orthopaedic Physical Therapy from the University of Maryland-Baltimore, a Master of Physical Therapy degree from Emory University and a Bachelor of Science Degree in Athletic Training from East Stroudsburg University. He is also an American Physical Therapy Association Board Certified Sports Physical Therapist.

Student Symposium

The NCATA will host their annual Student Symposium July 20-22, 2004 at UNC - Greensboro. For information about the Student Symposium, contact Randy Pridgen at: rpridgen@e-mail.barton.edu

Update is a publication of the North Carolina Athletic Trainers' Association. If you have questions regarding this publication, please contact the *Update* Editor and NCATA member:

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Business Meeting & Clinical Symposium

The NCATA will hold its annual Business Meeting & Clinical Symposium March 12-14 at the Sunspree Resort in Wrightsville Beach, NC. The NCATA cordially invites all members to attend this meeting. The NCATA would also like to extend an invitation to attend to any South Carolina athletic trainers. We welcome the opportunity to meet and exchange ideas with our neighbors and colleagues in South Carolina. Registration forms can be found on the NCATA website.