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## **FOR IMMEDIATE RELEASE**

### **Jon Schner, LAT, ATC, and Ashley Long, PhD, LAT, ATC, CBIS, Inducted into North Carolina Athletic Trainers' Association Hall of Fame**

**January 2025 – Greensboro, NC** – The North Carolina Athletic Trainers' Association (NCATA) is proud to announce the induction of two exemplary professionals, Jon Schner, LAT, ATC, and Ashley Long, PhD, LAT, ATC, CBIS, into its prestigious Hall of Fame. Their profound contributions to the field of athletic training, combined with their unwavering commitment to athlete safety, education, and advocacy, have earned them this highest honor.

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#### **Jon Schner: A Legacy of Dedication and Leadership**

For over 30 years, Jon Schner has been a pillar of excellence at Greensboro Day School, serving as Head Athletic Trainer and Assistant Athletic Director. A champion for student-athlete safety and wellness, Schner's visionary leadership has left an indelible impact on the athletic training profession in North Carolina.

Schner's legacy includes his instrumental role on the NCISAA Sports Medicine Advisory Committee, where he spearheaded the development and implementation of policies enhancing athletic trainer coverage statewide. As a representative on the NCATA Board and an advocate for private schools, Schner has strengthened communication and collaboration within the athletic training community. His national contributions include service with the Mid-Atlantic Athletic Trainers' Association and the National Center for Catastrophic Sport Injury Research.

Schner's accolades, such as the NCATA Lifesaver Award and the American Red Cross Lifesaver Award, highlight his expertise and compassion. Beyond his professional achievements, Schner's dedication extends to mentoring students, managing safety initiatives, and providing emergency care, earning him the respect and admiration of his peers.

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#### **Ashley Long: A Trailblazer in Advocacy and Innovation**

Dr. Ashley Long's illustrious career is a testament to her passion for advocacy, education, and advancing athletic training. A dedicated clinician, educator, and researcher, Dr. Long's groundbreaking contributions have redefined the landscape of concussion care, athletic training leadership, and professional development in North Carolina and beyond.

As the founder of Neuro Active, LLC, Dr. Long has delivered concussion education and services to underserved communities, demonstrating her commitment to accessible healthcare. She also established the first concussion clinic at Mt. Olive Family Medicine Center, a state-designated Rural Health Center, where she continues to make an impact as Director.

Dr. Long's advocacy extends to the NCATA Governmental Affairs Committee, where she has been a driving force for over a decade. Her work with state legislators, healthcare executives, and other stakeholders has been instrumental in advancing the athletic training profession. She also founded the NCATA Leadership Institute, a program designed to cultivate the next generation of athletic training leaders.

Dr. Long's extensive academic contributions include roles as an assistant professor, adjunct professor, and research consultant. Her leadership has been recognized nationally through publications, presentations, and awards, including her certification as a Brain Injury Specialist and her innovative efforts in rural healthcare.

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### **Reflections from Colleagues**

"Jon Schnier embodies the very essence of servant leadership," said Homar Ramirez, Executive Director of NCISAA. "His passion for athlete safety, mentorship, and advancing the athletic training profession has set a standard for excellence."

"Dr. Long's commitment to advocacy and innovation is unparalleled," shared Dan Duffy, NCATA Hall of Fame Committee Member. "Her tireless efforts have not only advanced the profession but inspired countless others to follow her lead."

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### **About NCATA: North Carolina Athletic Trainers' Association**

Athletic trainers are healthcare professionals who specialize in the prevention, diagnosis, treatment, and rehabilitation of injuries and sport-related illnesses. They prevent and treat chronic musculoskeletal injuries from sports, physical and occupational activity, and provide immediate care for acute injuries. Athletic trainers offer a continuum of care that is unparalleled in health care. The North Carolina Athletic Trainers' Association represents and supports 1,500 members of the athletic training profession. For more information, visit [www.ncathletictrainer.org](http://www.ncathletictrainer.org)

### **About the NCATA Hall of Fame**

The North Carolina Athletic Trainers' Association Hall of Fame honors individuals who have made significant contributions to the profession of athletic training in North Carolina. Inductees exemplify the highest standards of professional excellence and integrity, serving as role models and advocates for the health and safety of athletes statewide.

For more information about the NCATA Hall of Fame or to schedule interviews, please contact Taryn Strickland at [ncatapr@ncata.net](mailto:ncatapr@ncata.net)