



ACA Council on Sports Injuries and Physical Fitness
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June 3, 2017

Agenda for the ACA Sports Council Executive Committee Meeting

Type: Mid-Year Meeting

Time: 9:00 am MST

1. Call to Order **9:23am MST**
2. Roll Call
 - a. In attendance: Shane Espinoza, Kelly Lange, Carly Zuehlke, Andrew Cohen, Nick Hastad, Shea Stark, Ed Feinberg, Chris Hargrave
 - b. Regrets: Barron Johnson
 - c. Attending later: Jessica Riddle (SESS)
3. Adopt Agenda
 - a. Motion by Nick, second by Kelly. Opposed by none.
4. Approve minutes from previous ExCo meeting April 24, 2017
 - a. Motion by Kelly, second by Carly. Opposed by none.
5. Approve email votes
 - a. Reimburse travel expenses for Chris Hargrave to ACASC mid-year meeting
 - i. Motion by Shane, second by Nick. Opposed by none.
6. Approval of new committee members
 - a. No new members to add at this time.
7. Reports of Officers (see pages 3 – 11) **9:32am MST**
 - a. President – Shane
 - i. Collaboration with JCSMS pediatric group. Will be added to social media sequence to be released in the near future.
 - ii. HOD meetings – on ABCS (American Board of Chiropractic Specialties) – only councils still associated with ACA will be supported by ACA. Chair: Ted Carrick.
 - iii. Nitro Circus opportunity for ACASC members to work events in addition to the current affiliation with the ACBSP.
 - b. 1st VP – Carly
 - i. Still working diligently on the website.
 - ii. We're not connecting with the students enough, so it would be interesting to connect to them via Skype to connect to board members to answer questions. First session connected with Logan in July. **CALL TO ACTION: Carly to record the Skype presentation so board members can watch it and everyone can be on the same page with future presentations.**
 - iii. Question posed by Chris: Is there a way to add a list of docs who would be willing to come to campuses to speak at sports council chapter meetings?
 - c. 2nd VP – Nick

- i. Working to organize the World Police Officer and Firefighter Games in Los Angeles. **CALL TO ACTION:** Ed to introduce Nick to the president of SCUHS via email to facilitate people to work the event.
 - d. Secretary – Shea
 - i. See report. No new information.
 - e. Treasurer – Andrew
 - i. Staying in contact with accountant to wrap up Q1 reporting.
 - ii. The ACASC is financially solvent. Contact the secretary for more detailed information if needed.
 - f. Student ExCo – Chris
 - i. **CALL TO ACTION:** Chris to add 2017 symposium speakers to student ACASC social media.
 - ii. President’s call with all chapter presidents (more than 10 schools)
 - iii. Working on student mission statement (to be reviewed later in the agenda)
 - iv. Sent survey to chapter representatives: received 4 responses. **CALL TO ACTION:** Chris to email survey to Ed so he can forward to faculty advisors.
 - g. Advisor – Ed
 - i. Working on poster contest. Tim Stark is working to get funding to get posters printed. Dana Mackison with Performance Health is donating funds to help with printing AND funds towards contest prizes. Several new institutional donors added to poster contest totaling \$4,000 to be matched by ACASC.
 - h. Past President – Kelly
 - i. Attended ACSM conference in Denver over the last week. Very academic and research based conference; so not a lot of clinical topics. Should we be involved with this conference in the future and should we look into potentially submitting a speaker in the future? If we were to propose a speaker, they would need to be more than just a clinician (ex: PhD or PT, etc above and beyond the DC) to present more on the research side to be taken seriously.
 - ii. Exercise is Medicine(EIM) – program started 10 years ago backed by the ACSM that will train you on what the program is and how you spread it to your community. Kelly will take test to become an ambassador. Wants to have a quick presentation at 2017 symposium to promote this program to members.
- 8. Budget for 2017
 - a. Finalize
 - i. Andrew will work on budget and have finalized by next meeting.
 - b. Student executive committee members will have their symposium registration covered.
 - ii. Motioned by Shea. Second by Shane. Opposed by none.
 - c. Tabled for later in meeting **10:44am MST**
- 9. Policies/Procedures
 - a. COTY criteria
 - i. See attached excel spreadsheet compiled by Kelly.
 - ii. Conflict has arisen about COTY always being a chiro that has gone to the Olympics and is not focused on the “small town” chiropractor
 - iii. Could we open nominations to all members and not just past recipients? Our role as the ExCo is to vet the nominees and narrow down to a smaller number (3-5) to open to votes. Email should be sent out 2 months prior for call for nominations. Two weeks to respond from membership. Two weeks for ExCo to vet nominees and final ballot sent one month out from symposium. Two weeks to vote leaving two weeks notice to symposium announcement.
 - a. Email call for nominations should be 1 paragraph narrative including the following: How has the nominee contributed to the advancement of sports chiropractic? Achievements during the last year? Has this nominee been in practice minimum of 5 years? Are they a current member of the ACASC in good standing?

- b. ExCo criteria: Contribution to ACASC? Volunteer work with athletes outside the clinic?
 - i. additional considerations: research, service in a leadership role inside or outside of the profession, interprofessional activities, mentorship to students/new grads, altruistic approach to service
 - iv. Carly brought up potential for a “rising star” award for a sports chiro in practice less than 5 years in practice. Tabled for future discussion.
- b. Hotel/spouses
 - i. in 2014, it was accepted into P&P that if a spouse was to accompany a board member, that member will be responsible for paying the difference of the second occupant of the room.
 - ii. Andrew proposes that each board member should be entitled to a single hotel room
 - iii. Motion by Shane to change Section 3 Line F of Policy and Procedure Manual dated October 2016 to say the following: All members of the Executive Committee are entitled to their own room at the hotel for mid-year meeting and symposium. Second by Nick. None opposed.
- c. Protocols for member spotlight
 - i. One member spotlight per month.
 - ii. Social media director chooses the individual to be presented in spotlight. All potential spotlights to be sent through 1st VP. 1st VP to send to ExCo who then have 24 hours to respond. If no objections are noted, post is approved.
- 10. Executive Session
 - a. Motion to enter executive session by Shane at 11:49am MST. Second by Kelly. None opposed.
 - b. HOF nomination
 - i. Motion to forward a nominee to the HOF committee by Shane. Second by Andrew. None opposed.
 - c. Motion to exit executive session by Shane. Second by Nick. None opposed. Ended at 12:03pm MST
- 11. Bylaws
 - a. ExCo criteria change
 - i. Carly proposes a change to the bylaws eliminating the need to serve on a committee for two years in order to run for an ExCo position.
 - ii. All changes to bylaws will have to go through HOD and ACA to be approved and would not be brought up until NCLC 2018.
 - iii. Each board member should determine which committee they are in charge of, figure out what the committee requires and who is on the committee. Hold monthly calls with all committee members and hold them accountable to participate. Thus creating a succession plan for potential new board members. **CALL TO ACTION: Each member look at P&P and find which committee you oversee, contact your committee members and create goals and delegate action items for them to complete by a deadline.**
- 12. Education Committee (should be Convention committee)
 - a. Confused with Convention committee...In charge of publications
 - b. should update the speaker aspect of the Convention committee
 - c. Shane proposes that all faculty advisors should make up education committee members.
 - d. Education committee should propose speaker topics at educational events.
- 13. Board Succession/Elections **12:39pm MST**
 - a. Nominating committee made up of Past President, Mike Simone and Rob Jones (ACA Liaison)
 - b. Timeline: Call for nominations deadline August 14, 2017. Call for vote August 30, 2017. Two weeks to respond so votes due September 13, 2017. Votes reported to membership September 28, 2017.
 - c. Odd year elections: Treasurer and 1st VP; even year elections: Secretary and 2nd VP
- 14. LUNCH BREAK **1:04pm MST**
- 15. Website
 - a. Membership

- i. Proposed by Carly to take over the ACASC membership which can be accessed and run easily via the MembershipWorks section of the website.
 - ii. Follow-up must be done with ACA to verify ACA membership before their ACASC membership is valid. Current ACA memberships are listed on the website.
 - iii. **CALL TO ACTION:** Carly look into steps to transition to taking over membership for ACASC.
- b. SEO
- 16. Symposium 2017 **1:38pm MST**
 - a. Jessica Riddle to provide details
 - b. Early Bird Deadline
 - i. move to September 1, 2017 as current date in July is too early
 - c. HOF Dinner → Now to be called “Closing Night Gala with HOF induction”
 - i. Saturday night 7:30-9pm – Semi-formal
 - ii. Potential to get sponsors in the future for all attendees to get together and celebrate the HOF inductee.
 - iii. Email blasts to go out monthly prior to the event to promote the HOF dinner specifying that the event is semi-formal. Could we get a DJ and dancefloor? How much will the meal cost if we downgrade from a formal sit down dinner to a buffet.
 - CALL TO ACTION:** Shea to breakdown symposium attendance into students and docs from existing spreadsheet per Carly.
 - d. Gavel Club
 - i. Thursday – 8:30-9pm – King Suite
 - ii. Must decide which 3-5 members will give student exco interviews on Friday
 - e. Hotel Arrangements for ExCo
 - i. More rooms are needed for ExCo members per updates to P&P totaling 6 rooms Wed, 10 rooms Thurs, Fri, Sat
 - f. Discount codes for HOF/Past Presidents
 - i. Promo code created and will be distributed accordingly by Jessica
 - g. Sports Council Chapter of the Year
 - i. Point system where each chapter earns points during the year and award to be given at symposium
 - ii. Points awarded for chapter members being national members, student attending symposium, poster participants, on-campus events, etc.
 - iii. Proposed by Shane to put the responsibility on the student ExCo and the cost of the award on them as well, to be announced at the AGM.
 - h. High School Community Outreach
 - i. Member would like to bring high school students to volunteer to help with symposium. If interested, would have to pay for AGM lunch on Saturday or they could go out on their own during that time.
 - i. Schedule: to be finalized and sent to ExCo by Jessica
 - j. Travel
 - i. ExCo meeting starts at 10am Thursday. 6 members will fly in Wednesday night and the remaining will fly in Thursday morning.
 - k. Rising Star lunch (first 5 years in practice) – Friday from 1-2pm (before student meeting – when student exco interviews occur in King Suite)
 - l. Student Speed Networking event Friday night 8-10pm following the onsite social Friday night from 6-8 pm
 - m. **CALL TO ACTION:** Nick to find offsite location to hold Saturday social event and negotiate drink specials for those not attending HOF dinner.
 - n. AGM 12:30-2pm
 - i. Poster Presentation awards given
 - o. Sunday morning exit breakfast

out and also can be used by vendors to gather contact info for potential leads.

q. Proposed by Shane to boost membership by saying that if you refer a friend to join ACASC, they will be added to a raffle for free registration to next year's symposium. Or that each month, a gold sponsor will donate a prize for the member who refers the most people to register in that month.

r. Potential to have mid-year meeting next year to coincide with the Regional Event around that time so the ExCo can participate.

17. Symposium sites for 2018 and 2019

- a. Portland 2018
- b. Austin 2019
- c. Florida or NJ 2020

18. Social media strategy

- a. Facebook and Instagram don't make a good business social media strategy on their own. We need to create a marketing/social media strategy.
- b. Do we bring on a third party company to run social media?
- c. Tabled for future discussion. **5:18pm MST**

19. JCSMS

- a. Ted Forcum – Ted's position is up on the board and he will potentially run for president of board.
- b. The time may come that the ACASC's sponsorship is called into question and we will need to make a decision on whether that sponsorship should continue.

20. ACASC members working Nascar events via a connection with Ted Forcum

- a. Ted had a meeting with President of Penske racing while at Indy 500; Penske will have 63 events in 2018 (most in major cities). Asking ACASC to provide administrative services and volunteer personnel. Each event would provide equipment (tables, tape, etc), shipping of said equipment and food while onsite.
- b. 1 person volunteering to work an event over 3 days.
- c. Is this a member benefit? Or is it a member liability?
- d. Does the volunteer have to be an ACASC member to volunteer? No, however a member would take precedence over a non-member and we could encourage the non-member to become a member. Also potential to bring in a PT or ATC if no DC is able to do an event.
- e. Bottom line: asking ACASC to staff all 63 events with some sort of healthcare provider.

21. Concussion certification

- a. Working on a certification to see if members would be interested in acquiring certification.

22. WebExercises Proposal

- a. Affiliate program for members.

23. Mission statement

- a. The mission of SACA Sports Council is to provide practical tools and opportunities through relevant educational resources, doctor-to-student mentorships, and transitional assistance for becoming effective, competent field doctors and sports chiropractors.

24. Sports Talk

- a. Submission is prepared by student exco
- b. Tabled for further discussion **5:19pm MST**

25. Adjourn

- a. Motioned by Shea at **5:21pm MST**



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June 3, 2017

ACASC President Report

Shane Espinoza, DC, CCSP, ICCSP

Negotiated contract with Imatrix for new ACASC website

Delegated to Carly, 1st VP for completion

Negotiated partnership with Southeast Sports Seminars and Jessica Riddle to become the education arm of the ACASC.

This includes but is not limited to:

ACASC Annual Symposium

4 ACASC cosponsored Regionals for increased exposure and member benefits.

CEUs

New Education opportunities

Attended JCSMS Meeting in February

Created a collaboration with Pediatric Sports Medicine group for increased local and public awareness

Facebook Live videos with updates to the membership

Attended 4 HOD meetings to assist councils with transitions, Bylaws changes for the ACA

As a result, I am on the ACASC committee for the ABS for the next 5 years

Negotiated with WMI Global to bring ACASC members into the Nitro Circus Tour

ACASC Mid-year Report for 1st VP

Dr. Carly Zuehlke

Old Business:

1. Website
 - a. The new website went live in mid March. I spent countless hours choosing the photos, layout, and content.
 - b. Directory – The website directory is hosted through membershipworks. It's been very easy to use and members have given us great feedback on it.
 - c. Website content – I reached out to the past presidents to verify that the information listed was correct and to add to it. There were many gaps in the timelines on the awards pages. New "doctor resources" tab was attended that includes forms and information for download, specifically geared towards the new doc.
 - d. I hired a copywriter and worked with her so that the website would have fresh content on the homepage, about, and history pages.
 - e. I set-up several emails to blast to members announcing the new site and how they can create their directory listing.
2. Growing Membership
 - a. Students – I've had several conversations with Chris about how to get more students involved. I've personally emailed every school chapter president and asked how their chapters are doing and how I can help. I have a skype session scheduled with the Logan chapter on July 12 where I plan to talk to the students about how to become a sports doc and how getting involved with ACASC can help you with your career.
 - b. Doctors
 - i. I've created a new email that I've sent to doctors whose membership has expired. In addition, I have followed it up with individual emails to the doctors that I have a relationship with.
3. Getting more members involved
 - a. I made it easier to join a committee using the form on the website.
 - b. It's also easier for members to share events with each other.
4. Attended ACBSP Symposium in Colorado Springs
 - a. I had 2 new members join as a member and several current members approach the booth to ask questions. I was also setup with my computer to help current members with their website directory listing. Everyone was excited about our upcoming symposium in Denver. I handed out several flyers to doctors and students. I spoke with several vendors, both old and new ones.
5. Preceptor/Mentorship List
 - a. I worked with Bryanna to develop this list to assist students with finding doctors to preceptor with or be mentored by. I received great feedback from the students on this.

New business:

1. Membership retention
 - a. We need a better way of not letting the membership lapse. I think we need to consider doing membership on our own instead of with the ACA. It is very simple to do using the new system Membershipworks.
2. Website
 - a. Continue to update it as needed with information.
3. Symposium
 - a. Planning the Friday night social

Goals:

- To have 2 people running for each board position
- To make it easier to renew membership online

2017 ACASC 2nd VP

Mid-year Report

This year I was elected the 2nd VP positions which focuses their duties on the annual symposium. We were able to partner this year with SE seminars to help us organize a great symposium. I have been working closely with Jessica Riddle, SE seminars, with all aspects of the conference. We are continuing to advance and organize the best conference that we can. I believe we are ahead of the game at this point of the year. We keep getting more sponsors, and more organized.

The ACASC and SE seminars also developed what is called "Regionals." We have 4 "mini" conferences spread out throughout the country to bring more education to our members as well as attracting new members in which I have been assisting a bit.

Also working on organizing coverage for World Police and Fire games this year in California. Still working on the details and communicating with the Medical Director. More details to come.

I also assists with general tasks that is asked by fellow board members with any help they may need. My major duties however, is working on the annual symposium.

Nick Hastad

ACA Sports Council 2nd VP

As a new member of the ACASC Executive Committee in 2017, I have spent numerous hours trying to understand the duties and responsibilities of my position. Aside from taking minutes during all ACASC meetings, I have also been tasked with creating the agenda for each meeting which includes reaching out to all members of the executive committee to request topics of discussion for each meeting. It is also my responsibility to distribute the agenda with ample time for review before each meeting. Upon completion of each meeting, I distribute the minutes to each member of the executive committee via email as well as upload the minutes to Quip and Dropbox so they are accessible in multiple locations for easy review. If any edits to the minutes are requested, it is my responsibility to make said edits in a timely manner and redistribute.

This year also brought the launch of the new ACASC website. While Carly did a vast majority of the work on the new website, I was tasked to assist her with various aspects of the site. I reviewed all new and existing content of the site searching for spelling and grammatical errors as well as adding content when necessary. When Lori Hall distributes membership updates, I work with Carly to add new members to the directory or remove members when their membership lapses. Most of my responsibility with the website, however, lies with inquiries submitted directly through the site. Notification of such inquiries is sent directly to the secretary email address and I try to respond within 48 hours to every member or potential member. A majority of the inquiries are questions about membership so I stay in contact with Lori frequently. Other inquiries have been questions regarding the regional events, symposium, or how to access restricted areas of the website (member only areas). I typically respond to several inquiries monthly.

As communication is a large part of the duties of the ACASC secretary, my cell phone number is listed on the website as the contact number. I have fielded several calls from members and potential members over the last few months and try my best to answer their questions. If I am unaware of the correct answer, I seek help from executive committee members or Lori Hall and respond as soon as possible with an answer or information on how to find the answer to their question. Some questions that I have received via phone call have been about "Travel to Treat," CCSP credentialing and membership.

Another aspect of communication that I am responsible for is creating and sending out e-blasts via MailChimp. Leading up to the FICS symposium, I would send out the information provided by FICS to our members. I have also created several additional blasts at the request of executive committee members. Carly has definitely been a big help with creating e-blasts and maintaining an up to date member list as well. Southeast Sports Seminars has taken over a large part of this responsibility as of late, creating blasts for the regional events as well as the symposium.

Shea Stark – ACASC Secretary

Treasurer Report:

Kept up Quickbooks.

Coordinate with Brinkman and Reed CPAs.

Reviewed expenses including paying vendor and reimbursing leadership for expenses.

Put together 2016-7 budget for council.

Deposit checks.

Coordinate with Jessica on credit card processing for seminars, set up Strip.

Participate in monthly fantastic conference calls.

Mid-Year Report for Student Board

ACASC Student President

Chris Hargrave

Began the year by having each student board member prepare and present written goals for the year. These goals focused on expanding and increasing student involvement with the sports council to include increasing membership.

We established a date and time for monthly meetings with student board

Prepared a pamphlet to be used to introduce sports council to SACA members attending NCLC

Provided feedback for website as it was being implemented

Worked with Jessica Riddle to spread the word to students regarding the regionals, primarily this has taken place at Palmer West but hope to continue as the regionals continue.

Updated contact list for sports councils or related clubs within schools, we have contacts in 14 out 18 schools currently.

Used list to host president's call with representatives from each school where we updated students on the benefits of membership, the Facebook page, the symposium/regionals and the poster contest. We were also able to give the schools an opportunity to update us on their local chapters. These updates were a wide range of established and active clubs to schools who are just getting started.

Conducted a survey of schools to assess current status and identify the needs of the local chapters. Overall they seem to be looking for guidance from the national organization and more resources to attract membership and participation.

Discussed and planned for symposium to include student meeting and speed interview event, began preparing a welcome packet for students in attendance, working on sponsors for student events. This is still a work in progress.

Preparing article for submission to Sports Talk, Jasmine has prepared an article regarding her experiences at last year's symposium where she was the winner of the poster contest. This is still in the final edit stages and should be ready whenever it is needed.

Kept student Facebook page active with weekly updates about the upcoming regionals, executive board activity and other posts usually shared by the ACASC Facebook page

Worked on establishing a mission statement to be used for the SACA SC, planning to present proposed statement at mid-year meeting

Worked on initiating a SACA SC Chapter of the Year program, planning to present proposal at mid year meeting

Still planning the regionals, symposium and hoping to continue to expand our reach to the local chapters at as many schools as possible.

Faculty Advisor Liaison Report

1. ACASC Tom Hyde Student Poster Competition:

By committee we have agreed to accept any number of applications from all colleges with a maximum accepted of 20. The identity and college information will be scrubbed and the non-college affiliated members (Mike Smith & Tom Hyde) will choose the top 20. If any entered college is not appropriately represented, we will confer to include all colleges if possible. We've been promoting the program through the student ExCo, the faculty advisors, social media and SACA. We hope to see larger numbers and higher qualities this year. Additionally, Tim Stark has arranged for poster printing costs to be covered by outside donors. Hopefully this will help encourage more applications.

2. Poster Program Awards Donation Commitments:

I've received verbal commitments for institutional donations of \$1000.00 each from Bill Morgan at Parker College, John Scaringe at SCUHS, and Dana Mackison at Performance Health. I have a probable commitment from Bill Meeker at Palmer College. I remind the ExCo that we match donations up to \$5000.00 for this effort. This should allow trophy purchases, awards funding, and extraneous costs while still growing our ACF scholarship fund.

3. Parker College Sports Chiropractic program:

The new president of Parker College, Bill Morgan (past ACASC speaker) has expressed an interest in developing a sports chiropractic program on campus. Assisting that effort,

they now have a faculty advisor and a student president. They have had speakers on campus to introduce sports chiropractic to what sounds like an excited, if somewhat naive college campus. They have been in contact with our student ExCo and have been promoting our symposium and poster program. I hope we see student and faculty representation at our symposium. Bill Morgan has offered his poster program award as a result. Shout out of thanks to Todd Riddle for his help in securing sports chiropractic speakers locally.

Offered sincerely by

Ed Feinberg, DC, DACBSP, ICSSD

Professor: PCCWC

Faculty Advisor: PCCWC Student Sports Council

Faculty Liaison: ACA Sports Council

2011 ACASC Sports Chiropractor of the Year

2013 World Games FICS Chiropractor, Cali, Colombia

FICS MemCo Member



Executive Committee Report –Past President

Kelly Lange, DC CCSP

June 3, 2017 ~ Denver, CO

Type of Meeting: Executive Committee Mid-year Meeting

1. Old Business:
 - a. Helped transition new ExCo members into positions
 - b. Completed term as interim U.S representative position for FICS
 - i. Served on program committee for the 2017 FICS Symposium in Washington DC
 - ii. Represented ACASC at FICS Symposium in Washington DC as sponsor of event being local NCSC
 - c. Represented ACA Sports Council at ACA House of Delegates meeting
 - i. HOD approved new governance policy for the ACA
 - ii. HOD approved new position that will oversee specialty councils
2. New Business:
 - a. Queried past ACASC Chiropractor of the Year recipients to determine criteria for award for Policy & Procedure manual
 - b. Represent ACASC at the 2017 ACSM annual meeting
 - i. Continue to foster Joint Commission relationship
 - c. Continue to support ExCo in symposium planning
 - d. Chair nominating committee for Election for October AGM
 - e. Plan and host Gavel Club for Denver Symposium October 2017