



**ACA Council on Sports Injuries and Physical Fitness**

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3/23 Saturday

9:22am-Role call

Present: Andrew, Shea, Liz, Kelly, Chris, Shantai, Ed, Bryanna

Absent: Guillermo, Carly

Approve previous minutes. Motion by Andrew, second by Shea. Motion passes.

Adopt agenda. Motion to by Andrew, second by Chris. Motion passes.

9:30a-11p

1. Big Theme:
  - a. Networking
  - b. We are minor league
  - c. Collaboration-other organizations
  - d. STagnation/innovator
  - e. We need to be the unifier- political vs. educational
  - f. Networking--we are the networking organization
2. Solutions:
  - a. How to approach an event
    - i. Contact Minnesota Chiopractic Association
  - b. Tap into 10,000 ACA
    - i. Know the "why"
    - ii. Target broader based of chiros
  - c. World games
    - i. CSN
    - ii. Use games commission
  - d. Revamp/establish better organizational protocols
    - i. P&P

- ii. SOP
    - iii. Records--smoother transitions in leadership
    - iv. Free up ExCo
    - v. Falling in line with ACA
  - e. Mission statement--Use Committees
    - i. Vision
    - ii. Values
    - iii. Mission
    - iv. "Peak Performance for all your patients"
  - f. Effectively on board committee members
    - i. Have clear boundaries
      - 1. Follow up with individuals who aren't keeping to their agreement--give deadline
  - g. Vetting docs working events
    - i. Field manual
    - ii. Parameters for assignment selection
3. Ask Tim Stark or Jordan to go to AAN
  4. Shea will get more info from Texas Chiropractic Sports
  5. Student membership pricing. Sent back to committee (students)-table
  6. Andrew/Bryanna assign CSN with establishing parameters for eblasts for events and have form that is used for events
  7. Students proposal for swag to those that signed up for symposium
  8. Students encouraging early sign up
  9. Andrew motions to add Kaila Alvarez to be added to the Social Media Committee, second by Liz. Amendment by Kelly to add Kaila Alvarez and Carly Zuehlke to the Social Media Committee.
    - a. Motion passes.
  10. Start looking for a replacement for Nicole for social media take over. Action item for Bryanna to reach out to Jordan Knowlton-Key.
  11. Action Item for Shea to work on #7 of P&P to revamp it to reflect new mailing packet procedures for new members.
  12. Liz motions for the student executive committee and the faculty advisor to have free registration every year. Amendment by Andrew to wave registration for student exco and faculty liasons for symposium. Travel for one student representative to the mid-year. Active participation in the meetings to receive reimbursement. Chris seconds motion. Motion passes.
  13. Action item: 1 month to revamp position info, further review by entire exco.

State of the organization (how do we fit in with other sports organization)? What is our true purpose (legislation, CSN, seminars)?

Review and update P&P to reflect our long term goals; work through P&P as a group. Everyone is asked to review their section in the P&P and make suggestions on google doc shared by Liz.

1:30pm- What is the goal of our outreach (NCLC, Rehab, ACBSP, etc), potentially adding in Royal Canadian Sports and ProFootball. Review travel document on Slack. Should we give away more?

2:00p-3:30 ExCo "I need help or a vote on this", "I want you to know this"

- Shea -CSN and vendor offering

- Shantai "Proposal to Integrate Student Membership Benefits for Nationally Recognized Sports Chiropractic Organizations"

- Chris-Financial report/budget

  - Motion by Andrew to accept this year's budget. Second by Shea.

- Liz-Symposium summary

  - Talk to Tim Stark to see his opinion on the speaker regarding concussion.

-Sheila update on special projects

## PROJECT STATUS REPORT: ACASC LAPSED MEMBERSHIPS

PROJECT NAME	ACASC Lapsed Memberships	DATE OF REPORT	3/19/2019
PREPARED BY	Sheila Hudson	PROJECT START DATE	2/28/2019
PREPARED FOR	ACASC - Andrew Cohen	PROJECTED DATE OF COMPLETION	Within 14 business days
PROJECT SUMMARY	Lapsed membership assistance - retroactive: Contact approximately 135 individuals whose ACASC membership lapsed between 2/2017 - 2/2019 and assist them with online membership renewal; provide report listing reason(s) for lapse/non-renewal.		

ACASC LAPSED MEMBERSHIPS PROJECT			
OVERALL PROJECT STATUS	COMPLETED	SUMMARY OF RESULTS	As of 3/19/19, 11 ACASC past-due members renewed (10 doctors; 1 student). Two more doctors will renew by check directly with ACA. Of the 11 renewals completed, 7 are one-year renewals, 1 is two-year, and 3 are three-year. <b>Renewal revenue to date (11 renewals): \$2,535</b> <b>Approximate renewal rate to date: 10%</b> (11 of 113)
COMMENTS	Attempted to contact 137 past-due members (doctors and students). Contact comprised of one phone call and one follow-up email. Phone calls could not be completed to 24 members due to their phone number being out-of-service, no voicemail being accepted, or no phone number was on file. A large number of completed calls resulted in leaving a voicemail.		
	Total number of past-due members able to be reached by phone/voicemail: 113. Answered calls were largely by office staff; spoke to very few members directly, which impacted reporting of reasons for non-renewal. Emails sent to 3 past-due members were undeliverable. Only one student renewed.		
	Conversations with office staff members were very helpful. In nearly all cases, staff members took personal initiative and said they'd make the doctor and/or office manager aware of the need to renew. Often, I was able to speak directly with the office manager or employee who handled doctors' membership renewals. Office managers and employees regarded keeping doctors' memberships current and in good standing as important.		
	Receiving a personal communication from the Executive Director (phone call/voicemail/email) prompted renewals from 7 members who had been inactive with the Council for 10 months or longer (7 of the 11 renewals to date were memberships that expired between February 1, 2017 - April 1, 2018). Another 2 renewals to date had been inactive for over 4 months (9 of the 11 renewals to date were memberships that had been inactive for 4 months or longer).		
	As agreed, I will continue to reach out to past-due members each month to assist them with renewal.		
	<b>Reasons for Non-Renewal</b>		
	Members provided three main reasons for expired memberships: Cost/financial reasons, didn't see renewal notifications, or they got busy and forgot. At least one doctor stated they liked what the ACASC was doing, but they did not renew because they strongly opposed recent ACA policy positions. Please refer to Lapsed Memberships spreadsheet for full reporting and notes.		
	RECOMMENDATIONS	Consider requesting contact information of office manager/employee responsible for membership renewals during the new member process. Explore methods to encourage students to renew membership, including those that address costs.	

Phone call, email, letter--membership renewal. Action item for Andrew to reach out to ACA for envelopes for membership notes.

Sheila is going to provide something in writing for the USA gymnastics to explain what our organization can do for them. We want to say all of our members are Safe Sport certified. Connect with new medical director.

Action item for Bryanna to add a link to the website for Safe Sport.

USA swimming--practitioners need to be attend a 2 week annual training

USA figure skating--spoke with rep there, was told our profession/organization wouldn't fit well.

USA soccer-- maybe replace figure skating?

Paralympics-- connections with VA/veterans

Things to think about: quality of docs who are working with the medical directors for these larger NGB events.

Beginning the branding--wearing a shirt, pin, etc. to wear at the events that says "ACA Sports Council"

Andrew motions to go into executive session to include, Shantai and Sheila. Begin at 4:50, end at 5:33 pm pst.

2020 Symposium: Renaissance Phoenix--had the most discussion with. Portland--advantage to no sales tax. ACBSP? Las Vegas--Westin would work out better, one block off the strip. Willing to work with resort fee and drop the room price. San Diego-may be able to come down in price, but still pricey. Long Beach? Evaluate on a case by case basis for attendance of other organizations for initial priorities for PFCS, PBCS, PHCS, Pro Sports, and ACA Rehab.

Student members of proposed organizations will receive discounted prices to symposiums in partnership (listed in chart below). Amendment by Chris to take out reciprocate for the other organizations. Shea accepted amendment. Liz motions to accept, Andrew second. Motion passes.

3:30-Symposium marketing plan

-Marketing to make it the best turn out->200 attendees; plan

4:30-Students-how to track if we are succeeding with them. Deep dive.

Other topics:

- Premier sponsor status-are they happy? How do we attract others?

- Action item: Shea will call Mike and offer to pivot to expose him on social media instead. Reach out to Nicole.
- Student Pricing, student pins
- ACASC Online Store (Action-)-Chris will get a quote on the store only option.
- Review trends from lapsed members
- Committee expectations. Goals? What do we require
  - Action item for Andrew to write out his expeditions for the committees.
  - Committee on-boarding procedure from ACA
- Plan for ExCo succession ( I don't know how to spell that correctly)
  - June 1st call for nominations, July 1st begin voting
  - Let winners know around August 1st
  - Allow upcoming board to be on calls/shadow/training around/after August 1st.
- FICS Events -Sherri and Steven
- Symposium 1 room or breakouts- we decided on 1 room for everything this year
- Poster program free registration clarification, one per poster (even if have multiple authors)
- AAN Sports Concussion Conference
- Action item:
  1. Create spreadsheet to track committee work-Bryanna/Carly
  
  2. Create consistent protocol for getting minutes onto the website

#### President's Report:

Your ACASC ExCo team has been busy working for you. The highlights of the year include growing the Chiropractic Sports Network (CSN), building our membership, and improving the systems of the organization.

The ExCo represented ACASC at National Chiropractic Legislative Conference , Joint Commission on Sports Medicine and Science symposium, and the ACA Rehab Council symposium. Next month, I'll attend the American Chiropractic Board of Sports Physicians conference in Salt Lake City on behalf of the council. Please stop by our booth to say hello.

For the most of our history, your ExCo has been run by volunteer doctors in every way. This had its limitations because we were all trying to fit the council in between patients, so to speak. One of the most exciting new developments is that we hired Dr. Sheila Hudson as our Executive Director to improve member experience and benefits.

Dr. Joel Bienenfeld is actively recruiting State Reps and increasing the number of events Sports Council members can work. If you want to get involved with the CSN, your involvement is welcomed. Currently, we are hard at work finalizing speakers and social events for our symposium in Miami and selecting the best location for 2020. We are meeting March 22-24 as a team to continue to improve the organization. If you have specific suggestions, please feel free to reach out to [president@ACASC.org](mailto:president@ACASC.org). We're excited to see you in Miami!

Andrew C Cohen

#### 1st Vice President Report:

Since the 2018 Symposium in Minneapolis, we have gained 44 new members, 49 renewals and 21 expirations. We currently sit at 336 active, paying members.

Since taking on the role of 1VP, Membership Committee calls have continued every 6 weeks or so to help build and maintain membership through added benefits. The committee brainstormed many benefits, but I was tasked with prioritizing one or two of those benefits to pursue. I chose to focus on sending hand written welcome notes to new members on behalf of the ACASC and creating continuing relationships with vendors by securing member pricing on products from multiple companies.

We are also working with Dr. Joel Bienenfeld to continue to grow the Chiropractic Sports Network (CSN). He is doing a fantastic job communicating with the state coordinators and sport coordinators and we have a few events off the ground including the National Collegiate and High School Taekwondo Championships and the Mount Sac Relays in April. More state coordinators are needed, but we continue working on that. Joel sends monthly reports to me to pass along to the ExCo on his progress and obstacles.

Custom logo notecards were created and ordered for the new member welcome notes. 10 have been used so far as Thank You notes for the JCSMS host city of Spokane. JCSMS was a great experience I was honored to have this term. Seeing so many sports medicine organizations work together to improve the profession as a whole was inspiring. We are proud to say that there were five chiropractors in attendance, the highest yet, and all were able to contribute ideas and form relationships with other groups. Contact was made with two other organizations, Podiatrists and Sports Physical Therapists, to acquire potential speakers for the 2019 Symposium in Miami to promote the theme of integration.

Previously, the ACA would send monthly reports of new members who were added through the ACA for us to add to the Membership Works site. That timeline has been reduced to weekly so there is less lag time for members to create an online profile. Continuous communication with Bethany Clifton with the ACA is vital in this endeavor.

With the addition of a now part time Executive Director, membership renewals has become a priority. She has been tasked with contacting the 137 members whose memberships have expired in the last two years. So far, she has reached out to all of them and reinstated nine members!

As the previous 2VP, I have been helping Dr. Liz Moos with the 2019 Symposium. I have helped reach out to potential speakers and maintain relationships with vendors. I have also given advice when solicited on other symposium details to aid in the transition of the new 2VP.

Dr. Shea Stark, DC CCSP, EMT (candidate)

2nd Vice President Report:

As 2nd VP, my primary task has been planning and preparing for the 2019 symposium. The tasks surrounding the symposium include but are not limited to:

- Researching past symposium prices, other organizations symposium prices, and setting the 2019 prices
  - Created a spreadsheet to have a record going forward on pricing
- Speakers
  - Created a speaker application on google form
    - Worked with Shea to ensure that the application would include necessary information for CE processing
  - Worked with Andrew to secure Warren Hammer as a Keynote and connected with other potential speakers
  - Worked with committee on speaker suggestions- sending many personal emails to encourage applications
  - Posted to MyACA forum and social media to call for speaker applications
  - Ended with 27 speaker applications
  - Revised and had the ACA approve speaker contract
  - Prior to the meeting- speaker line up will be set
- Sponsorship
  - Revised and got ACA approval for the sponsor package
    - China Gel, Jane Ap and chiromartix have committed to being sponsors
- Symposium
  - Updated and posted the registration website
  - Updated the confirmation email to include more information about the symposium and the link to the hotel
  - Planned the Sunday outing (everglade airboat ride) and added it to the registration
  - Have been in communication with the hotel



## Additional Duties

- Participated in monthly calls
- ACA HOD meeting representative
  - 12/5/2018 conference call
  - NCLC
    - Lobbied in Washington DC with students with from PCCW
    - Represented ACASC in HOD, Specialty Councils President's meeting, American Board of Chiropractic Specialties Meeting, and SACA Specialty Councils Round table
    - Connected with vendors and potential speakers will at the conference
- Serve as Student exco advisor
- Helped with new ACA brand

Liz Moos DC, MS, CCSP, ICCSP  
ACASC 2nd Vice President

## Treasurer Report:

I began this year by completing the ACA's financial audit by providing required financial statements for their review. From my understanding we passed at an acceptable level and we will be completing a similar audit every year from now on.

Proposed changes to travel policy within our organization P&P, these recommendations were created with guidance from ACA and Bethany/Lori to bring our organization in line with ACA policies.

Processed payments and refunds as necessary

Made payments to vendors

In the previous two years we overpaid FICS due to a miscalculation of our membership numbers, this was brought to FICS attention and the correction was made to this years dues.

Following change of president we have updated our bank account to reflect new leadership, we also canceled our credit card and are now using a debit card.

Maintained our relationship with our accountant firm, we no longer receive quarterly statements in the mail this change has reduced our annual cost from \$2200 annually to \$550.

Maintained QuickBooks and provided required account statements for our accountant

Worked with Nicole to provide an opportunity for our executive council to follow along with her most recent boot camp. This was also provided to the student social media director.

Worked with vendor to bring an online web store proposal to be presented to the board during the mid year meeting.

#### Secretary Report:

Since taking on the role of Secretary, I have been sending out the Sports Talk Newsletters monthly. The student board has been on top of their portion of Sports Talk and continue to add interesting information about the students and sports medicine. We continue to try and highlight our members and show them out on the field.

Dr. Joel Bienenfeld and I are communicating frequently about the Chiropractic Sports Network (CSN). We are sending out E-blasts to our members almost weekly about upcoming events that need volunteer doctors to provide care. He is working extremely hard at keeping in contact with all his coordinators. He sends me updated information about the coordinators to which I update the website and Sports Talk.

Dr. Blake Graham has recently been appointed to the Social Media Committee. My plans are to touch base with him every 4-6 weeks to see if he has any ideas regarding social media and/or Sports Talk.

Dr. Bryanna Esquivel, DC

#### Past President's Report:

Carly Zuhelke

The beginning of my term as Past President was extremely busy and it's slowed down over the past few months. After the symposium, I helped transition Andrew into office. I assisted with closing out symposium details by emailing attendees and vendors surveys. I helped Liz transition into her role by connecting her with the Miami hotel and providing guidance where needed to help her plan the symposium.

I have made updates to social media and the website to help reflect the new logo changes brought on by ACA. With the website changes, we ran into issues with ChiroMatrix, the company providing our hosting. After several phone calls with their management team, we found a solution of having one main account representative to work with. We will continue this relationship and I suggest re-evaluating at the next mid-year.

I just returned from a great weekend at the ACA Rehab Council Symposium in Orlando, FL. It was wonderful to engage with their board members and discuss how the councils can continue to work together.

Over the next few months, I will help Sheila and Andrew secure a hotel contract for 2020. I will also continue helping the other board members where I am needed.

#### Student President's Report:

As the student exco advisor, my role is to support the students and ensure they are inline with the ACA and ACASC. The beginning of the term started off rocky with several students quitting. The team was completed in November. My duties as the advisor include

- Monthly calls
- Quarterly president's call
- Review and revise student materials
  - Monthly sports talk issues
  - Facebook posts
  - Chapter Challenges
  - Proposals
- Helped revise the student speed networking event
- Helped get a SACA SC logo

#### Additional duties

- Serve on the poster contest committee
  - Help with providing symposium admission with poster
  - Switched poster call to new ACA branding
  -

#### Faculty Advisor's Report:

##### Faculty Advisor Report:

1. The Call for Posters will be sent out shortly. We've had some discussion about changing the contest rules to allow recent graduates to compete in the poster contest. General consensus agreed that we would keep the rules the same but encourage those about to graduate to collaborate with lower quarter students and allow that eligibility. We want to encourage collaboration awareness in research which is quite common. We also intend to make a greater effort to inform faculty and students about the rules which are strictly enforced.

Discussion about the eligibility rules took two tacks. On the one hand, we wanted to create fairness to those who just graduated so that the work they accomplish during that last year may be recognized. On the other hand, after graduation a graduate may have more time and facilities to complete the work, shifting benefit in that situation.

Our final decision seemed equitable.

2. Discussions with ImPACT: Unfortunately, they are reluctant to sponsor us at our symposium. They claim they have attended many symposia with little success. They said they have done many in the past with little result and hours of waiting for educational sessions to complete. I suggested that they could use Tim or Jordan for these efforts but they didn't bite.

They have applied to be a symposium lecturer.

Tim Stark and Jordan Knowlton-Key are working with ImPACT to help them develop educational programs within ImPACT to "certify" chiropractors for their program. This may allow them to then list those chiropractors as certified clinicians on their website. (Rectifying one complaint about ImPACT & chiropractic.) I have viewed some of their training for other professionals and I found them to be quite professional. Tim is working on adapting the Head/Neck module of FICS training for this purpose.

In general, I think it is probably a positive move that they are courting our profession for their product (rather than ostracizing). I also think ImPACT is probably a valuable adjunct, though not standard of care, for concussion management.

### **FICS ExCo Meeting from Stephen Pearl**

Below please find my report on the actions taken at the FICS ExCo, NCSC and General Assembly meetings in Berlin,

The first significant business was to review the finances of FICS. It appeared to me that with no malfeasance FICS' finances have not been adequately monitored. The organization is solvent however revenues have been decreasing and as one may expect expenses have not. The problems with the finances were not recognized by the previous auditors. The new auditor along with the SecGen, Chief of

Finances and Finance Commission appropriate corrective measures have been taken. I am confident that the current financial team are properly positioning the organization to improve the position. Consistent with our fundamental value that every athlete deserves access to sports chiropractic. The organization would like to generate enough revenue in the not too distant future to be able to cover the expenses of sports chiropractors volunteering to provide care at international competitions.

There was a disappointing hand over period from CDG to Corranga as our service provider. In case that term is not familiar the service provider is the organization FICS contracts with to handle:

- Front Office Duties: Reception
- Asset Management
- Events planning and support
- Technology
- ICCPS Designation and Education Management
- International Federations and Games Management
- Member Management
- Project Coordination
- Marketing Services
- Publications/Media – The FICS Marketing Commission to set the strategy
- Branding/Advertising
- Financial Management and Administration

Previously you have communicated with me of members frustration in dealing with our service provider. I am confident that members will find that our new service provider quite responsive and helpful. The contact point for you and members with FICS is Patricia Donoghue <[admin@FICSport.org](mailto:admin@FICSport.org)> Of course you can always contact me if there are problems.

Each of the following were voted on and passed.

8. Membership – (Voting)
  - 8.1. Ratification Spanish NCSC Membership
  - 8.2. Ratification Vietnamese Special NCSC Membership
  - 8.3. Ratification Botswana NCSC Membership
  - 8.4. Associate and Individual Membership approvals
  - 8.5. Motion to allow newly appointed NSCS to vote on rest of agenda items
9. Amendments to Statutes (Voting)
10. Finance (Voting)
13. Ratification of actions of FICS Executive Council (Voting)

As you may guess there were many reports from countries/regions/commissions. Most of these do not bear repeating. The Education Commission report was rather lengthy and included presentation on the new learning management system for the ICSC & DCSC. From what I've seen I think this will provide high

quality evidence based training for sports chiropractors. While those with ICCSP may want to convert to a ICSC there is no requirement to do so. The conversion requires taking one online course which will cost \$65. Again given what I've seen I anticipate doing this myself later this year. Nothing has been finalized but there should be a few hands-on parts of the ICSC announced for the US soon. Standardization of the hands-on course has been developed too.

Marketing, Membership and Student Commissions have ambitious plans for the future which I believe will dramatically improve the organization, improve the visibility and help develop the next generation of sports chiropractors.

One issue brought to my attention that I enquired about was the fact that the new mission, vision values are not on FICS web site. This should be remedied soon as the whole web site is under redesign.

### **NCSC Meeting**

NCSC's reported on their activities. During the NCSC meeting the FICS Foundation presented their report. Both the British NCSC and I bought up our assessment that the donations that the foundation has made, while worthy, they do not serve to advance sports chiropractic. I believe that the Foundation leadership got the message. Hopefully there will applications that they can fund that will help our specialty.

### **General Assembly**

All resolutions were passed easily. Thus there are new NCSC's

The next General Assembly will be in Tokyo in 12 May 2021 with WFC

Please let me know if you have any questions or comments.

Best wishes,

Stephen

Stephen M. Perle, D.C., M.S., ICCSP