

## NATA Promotional Materials Available

The NATA offers a variety of information designed to promote and advance your profession. To place an order, simply fill out the second page and mail or fax it to the NATA national office at 214.637.2206. If there is a charge for the items you are requesting, prepayment is required. Sorry, but because of the tremendous volume of telephone calls, we cannot adequately service telephone orders. **Purchase orders and returns not accepted!**

As an NATA membership benefit, members in good standing can receive a total of 25 brochures/flyers (not books, CD-ROMs, videos or posters) per calendar year at no cost. After the first 25, additional brochures/flyers cost \$5 per 25. Non-members are ineligible for free sets (price: \$10 per 25).

### Brochures and Flyers

1023	<b>Professional Diversity of Your Staff</b> - Finding the right people with the right combination of skills and work ethic can help medical fitness facilities achieve optimum growth. This brochure details why certified athletic trainers are uniquely skilled to work with the active population & contains pertinent information on how to find a qualified certified athletic trainer.	6002	<b>AT as Partner</b> - This article helps athletics directors understand the role of the AT in prevention of injuries, emergency care, injury assessment, rehabilitation programming and athletic training room management. Begin establishing a solid working relationship with your athletic trainer by acknowledging his/her role in a risk management program.
1006	<b>Sports Medicine Worldwide</b> - Developed by the World Federation of Athletic Training & Therapy, this brochure provides an overview of athletic training and the education required to enter the profession. It includes translations in English, Spanish, German, French, Japanese and Chinese.	1015	<b>Athletic Training Education Overview</b> - Provides a brief overview of the education and credentialing process for entry level athletic trainers.
1004	<b>Certified Athletic Trainers as Incident To Therapy Providers</b> - A one-page flyer reviews CPT codes commonly used by certified athletic trainers for reimbursement. Provides financial details on 3 studies that effectively used certified athletic trainers as physician extenders. This is ideal for physicians, practice managers, performance enhancement clinic managers, hospital & clinic managers, HR directors & safety managers in occupational settings.	1002	<b>Athletic Trainers Get Results With Occupational Athletes</b> - This flyer details how athletic trainers benefit industrial companies and provide a favorable return-on-investment (ROI).
1014	<b>The FACTS About Certified Athletic Trainers</b> - This document corrects misinformation frequently cited about certified athletic trainers. It is provided to all interested in the facts about the athletic training profession in the 21st century.	1009	<b>NATA Info Guide</b> - This nine-page booklet is designed for employers and describes how certified athletic trainers provide excellent care in a wide range of work settings. The focus is on the growing trend of hiring certified athletic trainers outside of sports organizations, and why they are the right health care providers for physician offices, occupational settings and other emerging markets. <b>Sorry, this booklet is not part of the "25 free" benefit to members!</b>
1008	<b>NATA Certified Athletic Trainers- Unique Health Care Providers</b> - Developed by the Committee on Revenue, this one-page flyer provides a brief overview of the qualifications of certified athletic trainers and of their effectiveness in clinical and hospital settings.	1007	<b>The Secondary School Athletic Training Program</b> - Developed by the Secondary School Athletic Trainers' Committee, this brochure focuses on the function of the certified athletic trainer in the secondary school setting.
1005	<b>Ethnic &amp; Cultural Diversity in the National Athletic Trainers' Association</b> - Discusses how to find information and get involved with ethnic and cultural diversity issues and concerns within the NATA.	1010	<b>Athletic Training Career Information</b> - This brochure introducing the athletic training profession explains in detail what athletic trainers do, including educational requirements for athletic trainers and qualifications for certification. Geared to high school students and their parents, this is also an excellent promotional piece.
1020	<b>Certified Athletic Trainers in Physician's Office</b> - Physicians, hospitals and clinics will get information about why they should hire – and how to hire – a certified athletic trainer in this one-page flyer.	1003	<b>Minimizing the Risk of Injury in High School Athletics</b> - Provides sport-specific guidelines for preventing injuries. Written for coaches, athletics directors, administrators, parents and students.
		1012	<b>Occupational/Industrial Flyer</b> - This flyer has all the information necessary for safety managers to learn how and where to hire a certified athletic trainer for his/her company.

### Books, Manuals and CD-ROMs

1016	<b>Athletic Training Educational Competencies, 4th Edition</b> - This book describes the cognitive, psychomotor & affective educational outcomes & clinical proficiency required of students graduating from an accredited athletic training program. Published in 2005	5001	<b>Far Beyond the Shoe Box: 50 Years of the NATA</b> Case bound - This 100-page book chronicles the history of the NATA. Limited edition.
2001	<b>Position Improvement Guide</b> - This guide was designed to help the secondary school athletic trainer improve his/her work situation. It includes tips for salary negotiations, changing your employment model, hiring additional certified athletic trainers to assist and much more. The guide is a must for all athletic trainers working in the middle or high school setting. [CD-ROM]	2002	<b>Position Proposal Guide for Certified Athletic Trainers in Secondary School Athletic Programs</b> - This guide acts as a checklist for anyone seeking to add an athletic training program to a school. Find out how to assess the school's needs, and access resources to craft a professional presentation. [CD-ROM]

### Videos

3007	<b>50th Anniversary Video</b> - Prepared for the NATA's 50th anniversary, this 20-minute video details the association's history. It combines photographs with music to show the progression of the athletic training profession. Debuted at 1999 Annual Meeting. [VHS]	3011	<b>Heads Up - Reducing the Risk of Head Injuries in Football</b> - This 14-minute video explains the dangers of head-first tackling in football. It can be used by athletic trainers, coaches, officials and players to teach the importance of playing safe to avoid concussions, neck sprains and catastrophic injuries such as paralysis and quadriplegia. [DVD]
3013	<b>Steve Moore address</b> - Cartoonist Steve Moore ( <i>In The Bleachers</i> ) used humor to wow attendees at the 2007 Annual Meeting, by incorporating his cartoons into his presentation. [DVD]	3005	<b>Liz Murray address</b> - Liz Murray shared her remarkable life story at the 2005 Annual Meeting in Indianapolis. Determined to make something of her life, she left home at age 15 and began a life on the streets of NYC. [VHS & DVD]
3012	<b>Vince Papale address</b> - Former Philadelphia Eagle player (and focus of the 2006 movie <i>Invincible</i> ) Vince Papale shared his inspiring story as the J & J keynote speaker at the 2007 NATA Annual Meeting in Anaheim, CA [DVD]	3009	<b>Amanda Gore Address</b> - Dynamic guest speaker Amanda Gore, J & J keynote speaker, gave a crowd-pleasing presentation at NATA's 2006 Annual Meeting, focusing on life balance, stress, relationships and communication. [DVD]
3003	<b>Cal Ripken Jr. address</b> - Baseball iron man Cal Ripken Jr. drew more than 5,000 people to his Johnson & Johnson keynote speech at the 1998 Annual Meeting in Baltimore. [VHS]	3010	<b>Kevin Carroll address</b> - Retired athletic trainer and motivational speaker Kevin Carroll shared his message of inspiration, courage and determination at the 2006 Annual Meeting. [DVD]

### Posters (full color) Size: 18" x 24"

4001	<b>Injury Rehabilitation</b> - "Accelerated return to activity."
4003	<b>Youth Sports Overuse Injuries</b> - "What will they have longer, their trophies or their injuries?"
4004	<b>Boomeritis</b> - "There's a secret to beating injuries. Get the right team."

## Request Form

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Qty	Cost	Item #	Description	Member Cost *(1st 25 total free)	Non-member Cost
		1023	Professional Diversity of Your Staff	*20¢	40¢
		6002	AT as Partner	*20¢	40¢
		1004	Certified Athletic Trainers as Incident To Therapy Providers	*20¢	40¢
		1006	Sports Medicine Worldwide	*20¢	40¢
		1014	The FACTS about Certified Athletic Trainers	*20¢	40¢
		1008	NATA Certified Athletic Trainers - Unique Health Care Providers	*20¢	40¢
		1007	The Secondary School Athletic Training Program	*20¢	40¢
		1010	Athletic Training Career Information	*20¢	40¢
		1005	Ethnic & Cultural Diversity in the National Athletic Trainers' Association	*20¢	40¢
		1003	Minimizing the Risk of Injury in High School Athletics	*20¢	40¢
		1015	Athletic Training Education Overview	*20¢	40¢
		1020	Certified Athletic Trainers in Physician Offices	*20¢	40¢
		1012	Occupational/Industrial Flyer	*20¢	40¢
		1002	Athletic Trainers Get Results With Occupational Athletes	*20¢	40¢
		1009	NATA Info Guide <i>[not part of '25 free' benefit to members]</i>	\$1.50	
		5001	Far Beyond the Shoe Box: 50 Years of the NATA	\$5	
Limit 1		2002	Position Proposal Guide for Certified Athletic Trainers in Secondary School Athletic Programs (CD ROM)	Limit 1	
Limit 1		2001	Position Improvement Guide (CD-ROM)	Limit 1	
		1016	Athletic Training Educational Competencies, 4th Edition	\$25	\$40
		3012	Vince Papale address	\$15	\$30
		3013	Steve Moore address	\$15	\$30
		3003	Cal Ripken Jr. address	\$5	\$10
		3007	50th Anniversary Video	\$10	\$20
		3005	Liz Murray address (VHS)	\$15	\$30
		3005	Liz Murray address (DVD)	\$20	\$40
		3009	Amanda Gore address	\$20	\$40
		3010	Kevin Carroll address	\$20	\$40
		3011	Heads Up – Reducing the Risk of Head Injuries in Football	\$10	
Limit 1		4001	Injury Rehabilitation poster	Limit 1	
Limit 1		4003	Youth Sports Overuse Injuries poster	Limit 1	
Limit 1		4004	Boomeritis poster	Limit 1	
	\$		<b>Total Amount Enclosed</b>		

Name:	NATA Member #:
Mailing Address:	E-mail Address:
	Date needed:
City/State/Zip:	If paying by credit card, please circle:
Phone:	VISA    MasterCard    American Express
Shipping Method: ( )DHL Ground/USPS ( )Other*	Credit Card #:
*Email orders@nata.org for priority or international shipping rates. Domestic DHL Ground/USPS shipping is provided at no charge. Please note that DHL will not deliver to PO boxes.	Exp. Date:
	Name on card:
Please send to: NATA Brochure Request Dept. Fax: (214) 637-2206 Checks: payable to "NATA"	<b>By signing below, you are authorizing NATA to charge your credit card for the above amount.</b>
	Signature: