



# **Bruce Willard**

## **2016 - 2018**

### **Accomplishments**

- Made the role of Indiana state representative to GLATA a separate position within the IATA EC. The President no longer has a dual role.
- Completed a full review of use of association management group.
- Completed an RFP to assure we were using the appropriate group
- Completed a review of Summer and Fall meetings that ultimately resulted in a significant change to our meeting dates.
- Oversaw completion of the NATA Third party reimbursement Pilot Program. Indiana saw great results in several area including a significant increase in number of payers reimbursing for AT services and number of AT's billing for services.
- Was instrumental in negotiating a \$10,000 reduction in fees to be paid in final year of Third Party Project resulting in significant savings for the IATA.
- Website redesign was done resulting in an updated look and increased functionality
- Policies and procedures and Bylaws were both reviewed and appropriate changes were established
- Along with others, helped to assured continuation of Athletic Training licensure through presentation / testimony in front of state legislative group.
- Along with others, helped secure passing of HB 1024 Heat Preparedness Training for coaches.
- Helped to begin to change the perception of the IATA as less of a “Good old boys” network.



## Challenges

- Pending changes to educational model for AT's
- Philosophical differences between Educators, Clinicians, High School, etc. This makes everything more challenging. How do we bridge the gap that exists between us?
- Continual battle with apathy that exists within our membership

## Memories/Words of Wisdom

“I began my athletic training career with a simple motto for myself....'Make a Difference.' I would encourage all AT's to simply strive to make a difference. One does not have to run for office or be directly involved with the IATA to make a difference. Work hard, be a good, positive role model for all, be enthusiastic about our great profession.....This is how one makes a difference.”