

SMC GUIDE

Plus:

New on ATC

- Show me the Mytosis
- The Amazing R.I.C.E.
- Everybody Loves Rehab
- Rotator Cuff of Fortune

Coming in June!

The Athletic Supporters

at the 2007
NATA Annual
Meeting in
Anaheim, CA

Anchorman Osgood Slaughter
and Field Reporter
Patella Chondromalacia
call the shots as ATs
work through
sports injury
simulations

Finally! Television by and about
Certified Athletic Trainers (well, sort of)

The Athletic Supporters

Attending to injured athletes is no laughing matter. In fact, there is no more serious issue that a certified athletic trainer may face. Sports Medicine Concepts provides ATs with the training they need to assure confidence and competence in the time of crisis.

While performance is serious business, the learning process doesn't always have to be. Enter *The Athletic Supporters*. Osgood Slaughter and Patella Chondromalacia take an entertaining look at the process of sports injury treatment.

"We all know that this is serious stuff. But I like to think that adding a bit of humor to the learning process helps retention," Slaughter observes. "And when ATs leave the NATA conference, we want them to remember where to go for essential training and support."

"Watching the SMC team work is like watching a well-oiled machine," says Patella Chondromalacia. "Well, sort of, but not that slippery. While Osgood is at the anchor desk, I'll be on the field interviewing the ATs and injured athletes. When it's time to go home, you'll want to take the staff from SMC with you. I know I will."

Be sure to attend the NATA conference in June and stop by the SMC booth and meet *The Athletic Supporters* in person.



SPONSORSHIP

Official Supplier



National Athletic Trainers' Association

Director's Notes-

"There is no way for anyone who has not been presented a medical emergency first-hand to express the range of emotions that will be experienced when one is confronted with a critically injured athlete. In a single instant he or she is transformed from a competitive athlete into a critically injured person; a critically injured person who is someone's child. It is at this instant that the sports health care professional will first see fear and uncertainty in an injured person's eyes and feel it in the hearts of the injured athlete's family, friends, and teammates.

It is at this moment that a sports medicine professional realizes that only prior preparation, practice, and mental rehearsal can mean the difference between a person living or dying, between a person walking away from a serious injury or living a life with a devastating disability. It is at this exact moment that a sports health care professional will truly come to realize what it means to be responsible for the care and management of athletic injuries and how vital it is to be able to rely on psychomotor skills and an emergency action plan that have been practiced so frequently that they have become second nature."

It is an honor to have been accepted as an Official Professional Development Services Provider of the NATA. I believe that SMC was given this sponsorship opportunity because we are certified athletic trainers who hold ourselves to virtually unattainable standards of professionalism; we strive toward these standards everyday because catastrophic injury management is a very serious topic and because we have to be able to look our colleagues in the eye on game day knowing that SMC conducts itself in the best interest of our profession, the ATs we support, and the athletes we all care for.

As the Official Professional Development Services Provider for NATA, it is our mission to see to it that every sports health care professional has the psychomotor skills and an EAP to effectively manage potentially catastrophic injuries in athletics. I firmly believe the attainment of this mission begins with clinical educators and clinical education. I hope that you will take some time to get to know SMC and come to see us as a NATA Sponsor upon whom you can rely to provide what is best for our profession, and the people we care for, when developing products and services in support of our mission.



– Michael Cendoma, MS, ATC,
Director of Sports Medicine Concepts, Inc.

Get to Know.... Mike Cendoma – Sports Medicine Concepts, Inc.

Preprinted from the NATA News



Michael Cendoma, MS, ATC

Corporate sponsorship plays a vital role in the success and progress of the National Athletic Trainers' Association. But how well do you know the people behind the companies who support your profession? This month we introduce you to Mike Cendoma, MS, ATC, owner of Sports Medicine Concepts, Inc.

SMC is NATA's newest official supplier. In the 12 years since the company launched, it has become a regular presence at the annual Trade Show, and it took a big step toward underlining its commitment to education by sponsoring the 2007 Athletic Training Educators' Conference in January.

Mike Cendoma graduated from the University of Buffalo in 1991, with an athletic training degree. He earned a master's from Ithaca College and is now completing a doctorate in higher education leadership from the University of Rochester.

A seasoned athletic trainer himself, Cendoma by no means has left the profession; in fact, he hopes to become an athletic

training education program director. At the same time, his start-up business – Sports Medicine Concepts – has grown exponentially since it took flight in 1995.

Cendoma developed and patented the FMXtractor®, and his instructional DVD "In 2 Minutes or Less!" (adapted from his curriculum of the same name) won a NATA award. He's a sought-after speaker, a passionate advocate of education – and a devoted family man (he and his wife, Denise, are raising 7-year-old son Morgan and daughters Darby, 4, and Caroline, 1, in his native New York).

In a recent conversation, Cendoma talked about how athletic training drives his career.

Explain Sports Medicine Concepts in 40 words or less.

"Sports Medicine Concepts is a corporation run by certified athletic trainers, for certified athletic trainers. Our mission is to provide professional education programming and products that help our colleagues raise the standard of care during athletic emergencies."

Why did you want to become a sponsor of NATA?

"Two reasons. The obvious reason is because it is a good business move. It exponentially increased exposure for the company and instantly helps us legitimize what we are trying to accomplish. Not any old company can become a NATA sponsor. The process required strict scrutiny from the NATA. Ap-

proval meant we would gain credibility within our market. But, more importantly, when we were approved, I felt the hard work we have been doing for more than a decade would finally have the opportunity to make a big impact on the care provided to critically injured athletes. That's the second, and more far-reaching reason I wanted SMC to be a NATA sponsor.

"My whole company started when I was working in my first job out of school. One of my first experiences was caring for a football player from an opposing team who was pretty seriously hurt. He was showing signs and symptoms of a cervical spine injury. The incident was managed very poorly, by myself as well. Thankfully, that player was OK, but if he had been seriously hurt, that scenario would have played out very differently. I decided right then that I wanted to educate myself and others to prepare to respond flawlessly in critical injury situations. This sponsorship will give SMC a big soapbox on which to preach emergency preparedness and skill acquisition."

How does athletic training fit into your business?

"Athletic trainers are our biggest customer base, but more importantly athletic trainers are our colleagues. The one thing I emphasize is that we're athletic trainers who serve athletic trainers, so we must hold ourselves to a very high standard. Our customers are also our colleagues. We might be across the

field from them on Saturday. I need to know that I can look another AT in the eyes on Saturday knowing that we do our best to uphold our profession."

What do you like best about athletic training?

"Well, I am an athletic trainer. I like the profession because the work is just pure fun. Going to double-practice days, game days – that is just fun! You have the best seats in the house and get paid to watch sports all day; what is not to love about that? The social aspect of athletic training also is unique. Everybody in our profession tends to get along. We know what the other guy is going through because we're dealing with the same stuff ourselves. That builds a strong camaraderie."

What's your best memory connected to athletic trainers?

"I think the last time we held the convention in Nashville [is my best memory]. I was standing in line, waiting for a connecting flight, and a gentleman right next to me struck up a conversation out of the blue. Turned out, he was going to the convention, too. Then his seat was right next to mine on the plane. He talked my ear off the whole flight to Nashville. We ended up spending a lot of time together during the convention. Now we're the best of friends. We go to the convention together every year. In fact, there are four of us now who attend the convention together religiously every year. We all met or got to be friends at the convention."

How will SMC impact athletic training?

"I hope, very much, that SMC will impact the profession by bringing emergency prepared-

ness to the forefront. There is no way to prepare ourselves, or our students, for the emotional challenges of caring for a critically injured child. I want all ATs, and other health care professionals involved in the care and management of critically injured athletes, to have a healthy respect for what it actually means to have the cognitive understanding and psychomotor skills required to ensure that a parent's critically injured child is given the best opportunity for recovery."

What's your favorite part of your job?

"Running the day-to-day operations of SMC is fun, and very challenging, but my favorite thing to do is don my foul weather gear, head out to the stadium, chew a few pounds of sunflower seeds and pretend that I could have caught the last pass or blocked the last shot."

Where will SMC be in five years?

"SMC will continue to grow as a full service professional education provider and will continue to strive to be the best source of clinically relevant educational materials and services. But, in five years, SMC will be more active in designing and conducting clinical research in the area of emergency response education and will be active in grassroots efforts to help prevent potentially catastrophic injuries in athletics."

What would surprise athletic trainers the most about your business?

"Most will be surprised to learn that SMC was launched by certified athletic trainers and continues to be managed by certified athletic trainers. And that when you call SMC you are talking with certified athletic

trainers who probably just came in out of the rain to return calls and finish up projects relating to our mission."

If Sports Medicine Concepts had a theme song, what would it be?

"This is a cool question and one I am surprisingly prepared to answer! It is Judas Priest's 'Headin' Out to the Highway!' It is definitely an '80s tune, so if you're not familiar with it, give it a listen. If you're not into heavy metal, just take in the lyrics. It is a hard-rocking tune about taking risks, keeping your focus and, not only overcoming your adversaries, but becoming stronger as a result of the challenges brought on by them. SMC had to overcome many challenges, beyond those of typical small business start-ups, over the past three years. I think this song really captures the adversity that SMC has had to overcome as well as the tenacious lengths we are willing to go to protect SMC and its mission. This sponsorship marks the end of an era of fighting for survival and the beginning of an era focused on achieving our mission, which is bringing emergency preparedness to the forefront of everyone's minds."

If athletic training had a superhero, who would it be?

"Cool questions! Athletic training's superhero would be Batman. Only Mermaid Man and Barnacle Boy have utility belts that could possibly rival Batman's. If only we could fit all the stuff in our fanny packs into a cool, sleek utility belt. Although Aquaman does, naturally, have the best foul weather gear."

Reach SMC at (585) 346-0240 or www.sportsmedicineconcepts.com.

The New Summer Line Up



Rotator Cuff of Fortune with Acromia and Coracoid Scapula

Contestants guess impossible to pronounce medical terms by spinning a ridiculously heavy wheel, thereby running the risk of tearing their rotator cuffs with each successive spin. The game might be lame, but the chemistry is great between Acromia and Coracoid, the married recording artists whose claim to fame was their top-ten 70s hit, Deltoid Dawn. Watch as Acromia belittles her dimwitted husband and forces him to turn the letters on the board as contestants make wagers and they try to decipher the riddles.



Watch wedding parties run military obstacle courses in formal attire as they compete for valuable prizes. It's sure to yield some spectacular sprains and broken bones—just the thing to make our athletic trainer audience salivate!

Everybody Loves Rehab!

Fridays at
11:30PM on
ATC TV

Conjoined athletic trainer twins Rectus and Latissimus Serratus work to rehab victims, err, former contestants of the Amazing R.I.C.E. and hilarity ensues. It seems that each has his own preferred methods and the witty banter between them will keep athletic trainer audiences in stitches for the entire hour.



Face Mask Removal is Hard, but the FMxtractor[®] with Option Technology[™] makes it

EASIER!

The FMx[®] is the only face mask removal device that works on any and all helmets, including football, hockey, and LAX!



**Get the Right Tool
And The Right
Training for Less!**

New for the FMx in 2007

- New lower cost!
- New redesigned cutting ratchet!
- New redesigned safety screwdriver ratchet!
- Standard extension bit provides alternative to limited power screwdriver!
- New locking ring!
- FMx[®] blade sharpener provided standard!
- Optional fanny pack!
- Includes FREE NATA Award-winning In 2-Minutes or Less![®] CD-ROM (a \$95 value)!
- Includes 15 BOC CEUs FREE for up to 3 staff members using In 2-Minutes or Less![®] on-line testing application (a \$165 value)!
- Includes 3 BOC CEUs FREE for up to 3 staff members using the FMx[®] on-line testing application (a \$165 value)!

Raising the standard of care since 1995[™]

Sports Medicine Concepts, Inc.

www.SportsMedicineConcepts.com Phone: 585-346-0240



Sports Emergency Care textbook

Robb Rehberg PhD, ATC, NREMT

Featuring Spine Injury Care and Sports Related Concussion Chapters written by Michael Cendoma, MS, ATC, Director of Sports Medicine Concepts, Inc.

One of the most critical components of being a certified athletic trainer is the ability to provide appropriate care to a suddenly injured or ill athlete. The first of its kind, Sports Emergency Care is an innovative text that addresses the specific educational needs of students and athletic trainers who are preparing to handle emergency medical situations in the sports arena.

Until now, many athletic training educators have had to rely on general first aid materials that do not adequately address the needs of their programs. Dr. Robb Rehberg has stepped up to fulfill the growing need for a dynamic text that focuses on providing immediate medical care in sports. Sports Emergency Care is tailored specifically to athletic trainers and athletic training students, focusing on the skills, knowledge, and preparation needed to handle real sports emergencies.

Some topics covered include:

- Assessment
- Emergency planning
- Interaction with emergency medical services
- Etiology, signs, and symptoms
- Common medical emergencies in sports

Sports Emergency Care is a groundbreaking text that will familiarize students and athletic trainers with the emergency situations they will inevitably face throughout their careers. At last, educators, students, and athletic trainers have access to the essential resource they need to address sports emergencies.

\$42.95

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ISBN 13 978-1-55642-798-5

325 pp Soft Cover

Pub. Date: DUE 12/07 Slack, Inc.

This week on ATC TV Prime Time

Monday

7:00PM: Who wants to be a microcurrent electrical nerve stimulator

8:00PM: Two and a half Meniscus

9:00PM: Pads and Odor

10:00PM: Dislocation or No Dislocation with Howie Mandible

11:00PM: Walker Latex Ranger

11:30PM: Ugly Bursitis

Tuesday

7:00PM: Correcting Sports Injuries (CSI) Football

7:30PM: CSI Baseball

8:00PM: CSI Hockey

8:30PM: CSI Soccer

9:00PM: CSI Ping Pong

9:30PM: CSI Curling

10:00PM: CSI Water Polo

10:30PM: CSI Poker

11:00PM: Cold Pack

Wednesday

7:00PM: Without a Brace

8:00PM: 30 Cyst

9:00PM: Six Degrees of Supination

10:00PM: Iron Deficient Housewives

11:00PM: Show Me the Mytosis

11:30PM: The Amazing R.I.C.E.

Thursday

7:00PM: Meniscus in the Middle

8:00PM: Dawg the Bandage Hunter

9:00PM: Pardon the Intramedullary Rod

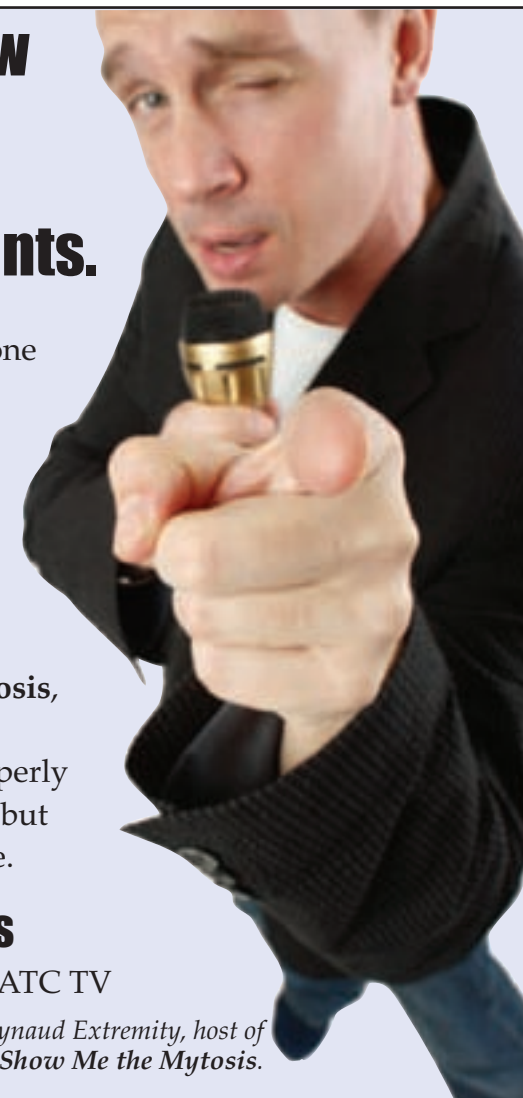
New Game Show promises big cash payoffs to eager contestants.

Can you tell whether someone is just tired from a good workout or suffering from Mytosis? Well, lots of athletic trainers think they can, and Game Show host Raynaud Extremity puts them to the test every week on **Show Me the Mytosis**, as they earn chances to win thousands of dollars by properly diagnosing this debilitating, but elusive autoimmune disease.

Show Me the Mytosis

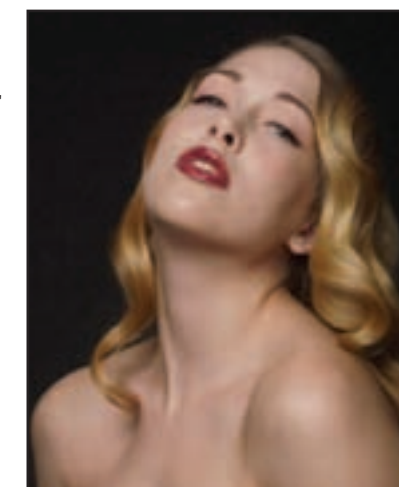
Wednesdays at 11:00PM on ATC TV

*Raynaud Extremity, host of
Show Me the Mytosis.*



Jumpersknee to adopt new protocol from South Africa

Angelina Jumpersknee has decided to adopt yet another protocol from the South Africans. After utilizing a technique she learned while traveling with a soccer team, Jumpersknee will return to South Africa to adopt another ankle mobilization process still in the developmental stages. Set to make her final announcement at the NATA conference next year, Jumperknee said that she would have to talk to her husband before making a final decision.



*Glamorous certified athletic trainer
Angelina Jumpersknee*

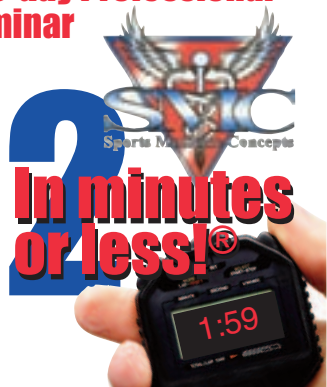
Professional Seminars, Workshops, Student Programming, and Professional Meeting/Conference Support



Sports Medicine Concepts, Inc., offers an array of professional development and continuing education programs to ensure that your staff, EMS, and regional medical community work in an efficient and coordinated manner when managing potentially catastrophic head and neck injuries in athletics. SMC programs are invaluable in providing staff development, emergency action planning, emergency response training, and community outreach.

Combine our In 2-Minutes or Less!® professional education seminar with any one-day workshop to provide an unparalleled educational program that specifically addresses your facility or community needs! Contact SMC today to learn how your organization can sponsor an In 2-Minutes or Less!® program.

In 2-Minutes or Less!® Two-day Professional Seminar



If you prefer to watch videos and rely on palm cards to keep abreast of the proper care, management and prevention of potentially catastrophic head and neck injuries in athletics, then this is not the program for you. However, if you are willing to undertake a rigorous study of

subject matter and get on the floor to actually practice and rehearse the proper techniques that may someday save the life of one of your athletes, then we welcome you to attend and get certified in the In 2-Minutes or Less!® process.

Didactic lectures provide the background information that you use during challenging instructor facilitated practical lab scenarios designed to make you think your way through many of the challenges and questions regarding proper protocol. You will not be spoon-fed protocols, but rather provided with the information and emergency response training you need to confidently care for any athlete who may have suffered a serious head and/or neck injury. We will not GIVE you all the answers you are looking for, but you will have FOUND them by the end of this program. **We guarantee it!**

This two-day program provides sports health care professionals, pre-hospital and emergency room personnel at every level, with the opportunity to examine the latest advances in pathology, protocol, and the skills necessary to efficiently manage potentially catastrophic injuries in athletes. Didactic lectures center on a unique approach that is based on providing information in an organized manner such that participants are able to **THINK** their way through any on-field injury situation; rather than following a “cookbook” approach. Information is provided in a manner that is immediately applicable and useful on the sideline of any setting. Afternoon

hands-on sessions are challenging, asking participants to apply the information covered in didactic sessions as they work through numerous scenarios and troubleshoot difficult situations.

This program also allows participants the rare opportunity to hone their skills while practicing with a multitude of sports and emergency medical equipment available. The program concludes with the rigorous **In 2-Minutes or Less! Drill®** that facilitates the team approach by requiring teams to develop strategies to safely assess, log roll, remove the facemask, begin rescue breathing, and administer the first shock from an AED to a critically injured athlete In 2-Minutes or Less!®. Successful participants will **receive 3-year certification in the Sports Medicine Concepts, Inc. In 2-Minutes or Less!® process.**

Educators' Workshop Series

The management of potentially catastrophic head and neck injuries in athletics requires mastery of important psychomotor skills that can only be acquired through rigorous cognitive study and hands-on practice. The Educators' Workshop Series includes a student curriculum, EMS curriculum, and an Emergency Room curriculum. Each one-day program is specifically designed to meet the demands of these unique practice settings that must be coordinated to implement an effective team approach to an efficient emergency action plan for management of potentially catastrophic head and neck injuries in athletics.

Combine any one or all of these programs with our In 2-Minutes or Less!® curriculum for an unparalleled educational experience which will ensure that your entire staff is on the same page and prepared to act.

Educator Workshops are on-site programs that Curriculum Directors, EMS Captains, ER Directors, and continuing education managers can arrange to bring directly to their specific facility.

EMS Captains' Workshops

The EMS Captain's Workshop curriculum is specifically designed to provide EMS personnel with the unique opportunity to master the transfer and transport of a potentially head and neck injured athlete wearing protective athletic equipment. The program emphasizes emergency face mask removal and protective equipment management while maintaining support of vital signs and offers the unique opportunity to practice and master these psychomotor skills in a lab setting. The program includes special considerations for defibrillation of an athlete in full protective equipment.

ER Workshops

The Sports Medicine Concepts, Inc., Emergency Room Workshop curriculum is specifically designed to educate emergency room personnel in the proper care and management of a potentially head and neck injured athlete in full protective gear. Special consideration is given to emergency face mask and equipment removal from the potentially head and neck in-

jured athlete. The program offers ER personnel the unique opportunity to practice and master the psychomotor skills required to effectively manage the potentially spine injured athlete in full protective gear through SMC's unique lab sessions. The program also reviews radiographic assessment with consideration to protective athletic equipment.

Student Athletic Training Workshops

The Student Athletic Trainer Workshop curricula is specifically designed to provide student athletic trainers with the psychomotor skills they need to effectively manage potentially catastrophic head and neck injuries in athletics. This program is designed to augment athletic training curriculum. The program emphasizes the psychomotor skills required for effective face mask removal, protective equipment removal, and preparing an injured athlete for transport during a unique lab setting.

We suggest that the Student Athletic Trainer Workshop be scheduled following our In 2-Minutes or Less!® professional education series for a comprehensive educational experience. Special discounts apply when the Student Athletic Trainer Workshop is scheduled following the In 2-Minutes or Less!® program!

Coaches Clinics

SMC's Coaches Clinic Series is based on the team approach principle. We provide a fully automated and scripted presen-

tation that you can use to educate your coaches regarding the proper on-field management of the potentially head and neck injured athlete. The curriculum emphasizes what coaches can do to help prevent these injuries and what their role is in the management of a potentially serious head and neck injury. The program is designed to foster a team approach.

Clinic includes PowerPoint presentation complete with sample script, notes, handouts, and lab activities. It is the quickest and most efficient way to educate your coaches, get them on the same page, and ensure that coaches understand the importance of comprehensive on-field and sideline assessment.

Professional Meeting/Conference Support Services

SMC can help you organize your next state, district, or regional professional meeting by

Continued on page 12



Sports Emergency Action Planning Software

Sports health care professionals know that a sound emergency action plan is critical to the efficient management of sports emergencies; yet many sports health care professionals simply cannot dedicate the substantial amount of time required to organize all the components of an effective emergency action plan designed to address all the unique settings and challenges presented by athletics.

Until now time constraints have resulted in many sports health care professionals having to work under a general facility emergency action plan that does not address the unique challenges of managing critically injured athletes.

Some topics covered include:

- Protective athletic equipment management
- Role delineation
- EMS and emergency room coordination and communication
- Emergency access and transport from remote locations
- Communication
- Multiple event and outreach location planning.
- Complete EAP print out for easy distribution and review.

Sports health care professionals in all settings, including outreach programs, will find Sports Medicine Concepts, Inc., new SEAP Software essential in quickly designing, updating, and implementing a sound emergency action plan that helps protect the health and safety of athletes by ensuring a more efficient emergency response by sports health care professionals. Educators will find SMC's SEAP Software essential in teaching students the skill of emergency action planning.



\$49.95

CD-ROM.

PC and MAC Compatible.

Pub. Date: DUE 12/07 SMC, Inc.

This week on ATC TV Prime Time

10:00PM: X-ray Files

Friday

7:00PM: As the Ankle Turns

8:00PM: The Sprained and the Swelling

9:00PM: Rotator Cuff of Fortune

10:00PM: Athletic Supporters

11:00PM: Everybody loves

Rehab

Saturday and Sunday

7:00PM: Non-stop Sports

Professional Seminars, Workshops, Student Programming, and Professional Meeting/Conference Support

Continued from page 11

supplying lecture and lab support. Whether you want a complete lecture with hands-on break-out sessions or a 30 minute lecture program to fit into your existing agenda, SMC can provide what you are looking for.

SMC programming "in a can" means that you can choose from our existing array of lecture material and programming and we do ALL the rest. Tell us where and when, and we do provide everything, including A-V requirements, CEU record keeping, and lab equipment. Or, SMC can customize a lecture to meet your specific requirements, including staff AED recertification. In either case you and your attendees will not be disappointed. SMC has been providing professional education programming for the sports medicine, EMS, and emergency medicine professions since 1995.

Join our list of satisfied professional organizations, including NATA, IATA, EATA, NYSATA, Perrington EMS, Niagara Memorial Hospital, Adam Taliafero Benefit Program, Cincinnati Sports Medicine Annual Conference.

Visit Our Exhibit or website, or call SMC Today for Details. Or visit us on-line at SportsMedicineConcepts.com

More New Summer Line Up

Doctor Ferrell Owens On the Line

Tuesdays at 2:00PM and Sundays at 7:30AM on The Quack Network

Dr. Ferrell Owens will break into the cable scene this year with his new show *Doctor Ferrell On the Line* premiering on WQAK. His new show puts him in the hot seat as viewers call in for advice on all sorts of training dilemmas. Owens, known as a bad boy among athletic trainers, has had his fair share of problems that he says helps him to relate to his patients. Citing one instance, where he backboarded an injured player in his driveway, Owens said, "When it comes down to performing under pressure, your boy F.O. has got the experience to get the job done." However, due to a new FDA regulation passed last month, Owens will not be allowed to give advice to callers on the dosage of medications.



Lost with the Woods: Splintering Splints

Mondays at 7:00PM on the Discovered Channel

Previewing on the Discovered Channel, Jaguar Woods will try to survive. This new reality survival show pits Jaguar, a survivalist athletic trainer, against whatever elements the outside world can muster. Trained by his father since the age of two, Jaguar grew up with dreams of making it big. Hitting the athletic training scene at the turn of the century, Jaguar took the world by storm and brought attention to the people that take care of prize athletes. After a quick stint on the American pro tour, Jaguar took a few years off and roamed around Europe. In what critics are calling the most addictive show on television, the first episode will feature Jaguar traversing a gorge, surviving an avalanche, fending off wolves, and even building and demonstrating the use of makeshift sanitary facilities. By using his athletic trainer skills Jaguar will make splints and rehabilitate himself after the numerous injuries he is sure to suffer.



Jaguar points to where he believes he'll find a source of clean water during one of his survival ordeals.

Dancing with the Athletic Trainers

Saturdays at 8:00PM on WHY From the best ankle wrapper in the game of soccer, to the world famous blood stoppers found on NHL benches, *Dancing with the Athletic Trainers* takes these athletic trainers out of their element, and onto the dance floor. Hal Lee, from the Manchester United athletic training staff, Jeff "The Gauze" Magganetie from the Boston Bruins, Jose Rodriguez Domingo Sanchez Rivera of the Yankees, and Ted Smith, blister specialist of the PGA Tour will test their dancing skills. Join the party as the "hottest show since *Dancing with the Water Boys*," takes the floor this season. With new routines, hotter dancers, and even more coverage, this blockbuster event will get your toes tapping and your fingers snapping.



*"The Gauze" Magganetie waits in the green room for his chance to showcase his more sensitive side on *Dancing with the Athletic Trainers*.*

SMC Foundation Presents Heads-Up Football Camps

Even when the most skilled sports health care professionals operate under the most effective emergency action plan, the most we can hope for when dealing with potentially catastrophic cervical spine and head injuries in athletics is to facilitate transport to minimize the effects of the initial injury and prevent unnecessary secondary injury.

There is only one way to prevent cervical spine and head injuries from happening in athletics; teach every single athlete how to avoid any involvement of their head during contact. Sports health care professionals cannot accomplish this task through videos, posters, and palm cards alone. Teaching athletes proper football techniques requires the concerted efforts of sports health care professionals, coaches, referees, and school officials.

The mission of the SMC Foundation Heads-Up Football Camp is to provide athlete's with a traditional football camp that helps athlete's improve their football skills while reducing the incidence of sports-related injury, particularly emphasizing proper hitting and tackling technique to reduce the incidence of cervical spine and head injury. The Heads-Up Football Camp will provide separate educational sessions for athletes, coaches, referees, and school officials regarding cervical spine and head injury as well as general sports injury and illness prevention programming.

The SMC Foundation hopes to provide the Heads-Up Football Camp free, or at a nominal cost, so that all athletes have the opportunity to learn proper techniques to keep them safe from serious injuries while participating in athletics. The SMC Foundation would like to hear from other organizations, industry leaders, and sports health care professionals that are interested in helping us meet our goal of a free Heads-Up Football Camp. Contact SMC today or speak with a company representative for more information.

Inaugural Camp Date:
Summer 2007
Buffalo and
Rochester, NY



In 2-Minutes or Less!® Curriculum Guide and Media CD



Make proper head and neck injury management a priority in your curriculum with SMC's comprehensive curriculum guide based on the In 2-Minutes or Less!® approach.

Curriculum guide includes In 2-Minutes or Less!®:

- Award winning In 2-Minutes or Less!® interactive instructional CD
- FMx® face mask removal review video CD
- assessment algorithms
- neuropsychological test documentation sheet
- signs and symptoms documentation sheet
- cranial nerve assessment guide
- head injury warning sheet
- practice scenarios
- skills checkouts / self assessment questions
- workbook
- activities
- useful appendices and references

With the SMC Curriculum Guide you can easily supplement your existing lesson plan or completely overhaul your curriculum pertaining to head and neck injury management!

\$199.95

In 2-Minutes or Less!® Management of Potentially Catastrophic Head and Neck Injuries in Athletics

Sports Medicine Concepts, Inc., has taken its unsurpassed In 2-Minutes or Less!® educational seminar and transformed it into an award winning home study experience. The CD-ROM provides our unique on-field spine injury assessment algorithm in an interactive format to facilitate clinical education and annual rehearsals.

\$95.95



First Place Winner!
NATA Multi-Media Award

Field Rings

Sports Medicine Concepts, Inc., has put together a field reference guide that can serve as a reminder in a pinch and help you document your assessment for future reference. Field ring guides are laminated and include:

- Head injury warning sheet
- In 2-Minutes or Less!® cranial nerve assessment guide
- In 2-Minutes or Less!® signs and symptoms documentation guide
- In 2-Minutes or Less!® spinal cord injury assessment algorithm
- In 2-Minutes or Less!® mild brain injury assessment algorithm

\$35.95



17 x 22 in full color poster!

Have it framed and place it as a daily reminder to athletes as they leave the training room or locker room for practice! **FREE with any order!** While supplies last.

Emergency Red Kit

The In 2-Minutes or Less!® Emergency Sideline Red Kit has been stocked with everything you need to ensure that you are prepared to respond to a potentially catastrophic head or neck injury. Contents include:

- In 2-Minutes or Less!® Field Reference Rings
- In 2-Minutes or Less!® Documentation Guides
- FMxtractor®
- In 2-Minutes or Less!® embroidery
- Mega Meda kit
- 1" x 10 yds porous tape
- Resuscitator, bag reservoir, adult size
- Sterile gloves
- Bandage scissors
- Utility EMT scissors
- AIRWAY, oral, plastic, disp, large adult, 100mm, #5
- AIRWAY, oral, plastic, disp, medium adult, 90mm, #4
- AIRWAY, oral, plastic, disp, small adult, 80mm, #3
- Airway, oral, plastic, disp, child, 60mm, #2
- Blanket, insulating, waterproof, disp, yellow, 58" x 90"
- Patch elastic bandages
- Elastic strip light woven 1" x 3"
- Bandaid assortment 1 doz
- Elastic strip, 1" x 3", Hart, 100's
- Adhesive bandage, spot, 100/bx
- Extra large bandages, 2" x 4-1/2", 50 per box
- Clear bags, pkg/100
- Disposable penlight with pupil gauge
- Splinter forceps 3: extra fine pt.
- Triangular bandage
- Tempa-dot single use thermometer, sterile
- Alcohol wipes
- Antiseptic cleansing towelettes
- Disposable razor
- Sani-dex hand wipes, foil packs, 100s
- Stethoscope, dual head, 31", diaphragm and Bell
- Sphygmomanometer, Aneroid, basic, adult
- Sphygmomanometer, Aneroid, basic, child
- Tongue blades
- Sofloop mask, with visor
- 3" x 3" sterile gauze pads
- Adjustable collar
- Pen and pad

\$759.95



Homestudy

Emergency Face Mask Removal Techniques



This 23 minute instructional video outlines the different face mask fasteners presently used to secure face masks to football helmets and details various cutting techniques using the FMx-tractor®. View the video on-line and then complete the on-line examination. Your exam results will be instantaneous and your certificate will print right at your desktop.

Call SMC Today to Order at 585-346-0240

\$45.00ea.

Retest Fees apply.

AED Use in Athletics

This PowerPoint Flash presentation covers all the basics about AEDs and their use. Specific consideration is given to application and use on the critically injured athlete in protective gear and questions pertaining to other special circumstances that athletics presents. After reviewing the presentation complete the on-line examination. Your exam results will be delivered instantaneously and your certificate will be available to print right from your desktop.



Call SMC Today to Order at 585-346-0240

\$45.00ea.

Retest Fees Apply.

NEW PRODUCT! FMx Face Mask Re- moval Workcenter

The FMx® is the tool of choice for emergency face mask removal. Now SMC offers a new essential educational tool to help you develop your students' face mask removal skills.

The FMx® workcenter offers all the equipment you need to provide for face mask removal demonstration, face mask removal tool review, student practice, and annual staff rehearsal.

Some of the Many Features include:

- New 2007 FMxtractor
- FMx demo CD
- FMx blade sharpener
- In 2-Minutes or Less! Stopwatch
- Assortment of various face mask fasteners
- Adjustable to fit any helmet
- Utility bin for easy storage of tools and helmet hardware
- Locking steel drawer to keep valuables safe when not in use
- Waste bin for easy disposal of cut fasteners

Call SMC For Pricing



In 2-Minutes or Less! Management of Potentially Catastrophic Head and Neck Injuries in Athletics

Sports Medicine Concepts, Inc., has taken its unsurpassed In 2-Minutes or Less! educational seminar and transformed it into an award winning home study experience. The CD-ROM provides our unique on-field spine injury assessment algorithm with web-based monographs and head injury references to provide a sound educational experience for those who cannot attend our seminar.

15 BOC CEUs: **\$150**

Sports Medicine Concepts, Inc. Manufacturer Direct Savings Page!

Offers valid only on purchases made directly from SMC. Offers are not valid on purchases from other sports medicine suppliers. Offers cannot be combined with any other offers. Coupons cannot be combined. To redeem coupons simply clip and send with your order or use the promotional code when ordering on-line.

INTRODUCTORY OFFER! 15% OFF

**The Complete FMx®
Face Mask Removal Workcenter!**

Coupon expires May 31, 2007!
Promotional Code: ATECWWRK

15% OFF! In 2-Minutes or Less!® Emergency Red Kit

Coupon expires My 31, 2007!
Promotional Code: ATECRED

FMx® EDUCATOR PRICING! Save \$95 each!

when you order 4 or more direct from SMC
BEFORE May 31, 2007!

That's a total savings of \$380!

Promotional Code: ATECFMX

IN 2-MINUTES OR LESS!® SIDELINE STAFF PASS

Each staff member can use this SIDELINE STAFF PASS to receive 10% off when registering for any 2007 In 2-Min or Less!® seminar date!

Visit www.sportsmedicineconcepts.com for updates, locations, dates, and on-line registration!
Coupon valid only for 2007 dates
Promotional Code: ATECCAT

FREE Student Workshop!

When you schedule to host our
**In 2-Minutes or Less!®
Professional Seminar
between September and
December 2007**

Seminar must be scheduled and completed
before 12/31/07

Visit our exhibit or call for details!

In 2-Minutes or Less! Curriculum Guide FREE STAFF CEUs OFFER!

**Purchase the Curriculum Guide and
receive 15 BOC CEUs for up to 5 staff
members FREE!**

Coupon expires May 31, 2007!
CEUs must be completed by May 31, 2007.
Promotional Code: ATECCU

Sports Medicine Concepts Signs with NATA

Sports Medicine Concepts, Inc., steps up its relationship with the NATA in January, becoming the Official Professional Development Services provider of the NATA.

The partnership is a natural, said NATA Executive Director Eve Becker-Doyle, CAE. "Sports Medicine Concepts was founded by a certified athletic trainer – and he's still a certified athletic trainer, still active in the profession," Becker-Doyle said. "We are pleased to welcome SMC and look forward to a productive relationship."

Education is key

SMC's first major initiative is supporting the popular Athletic Training Educators' Conference, slated for mid-January in Dallas. Company founder Mike Cendoma, MS, ATC, said education has been a priority since Sports Medicine Concepts was created in 1995.

"We focus on providing certified athletic trainers and other sports health care professionals with an educational program that has received only one unfavorable course evaluation in more than 11 years," he said. "Our seminar, 'In 2-Minutes or Less! Management of Potentially Catastrophic Injuries in Athletics,' began in 1995 by simply renting hotel facilities across the country and promoting it through direct mail.

"We now have our seminar seasons booked over a year in advance by sports medicine facilities, hospitals and profes-

sional organizations that contract us to provide our educational curriculum for their staff and surrounding health care professionals."

Cendoma, who holds an athletic training degree and is completing a doctorate in higher education, developed his company while working full-time as an athletic trainer. He now employs certified athletic trainers to keep SMC securely attuned to the needs of the profession. "The one thing I emphasize is that we – SMC – are athletic trainers who serve athletic trainers, so we must hold ourselves to a very high standard," Cendoma said. "Our customers are also our colleagues. We might be across the field from them on Saturday. I need to know I can look another athletic trainer in the eye, knowing SMC does its best to uphold our profession."

Sports Medicine Concepts is organized into three key departments: FMxtractor; education; and professional consulting services.

SMC manufactures the FMxtractor for emergency facemask removal. The product debuted in 1998 and has undergone its third design revision, using feedback from athletic trainers. The company also sells its In 2 Minutes or Less!® Emergency Sideline Red Kit.

SMC offers three home study programs as well as emergency action planning services and on-site programming.



SMC and NATA

Cendoma was a member of NATA long before he founded Sports Medicine Concepts. As the company has grown, so has its support of the profession and the association.

Sports Medicine Concepts has been an advertiser in the NATA News and an exhibitor at the NATA Annual Meeting Trade Show since 1998, gradually increasing its visibility.

"I was honored even to have the opportunity to pursue a sponsorship with NATA," Cendoma said. "Not just any old company can become a sponsor. The process required strict scrutiny from the NATA.

"When we were approved, I felt that the hard work we have been doing for more than a decade would finally have the opportunity to make a big impact on the care provided to critically injured athletes.

"This sponsorship marks the end of an era of fighting for survival and the beginning of an era of focusing on achieving our mission: to bring emergency preparedness to the forefront of everyone's minds."

For more information, click "Meet our Sponsors" on the NATA Web site and then click on the SMC logo, or visit SportsMedicineConcepts.com.

Will You Be Ready?



Raising the Standard of Care Since 1995.

Sports Medicine Concepts

Official Professional
Development Services Provider for the
National Athletic Trainers' Association

See *The Athletic Supporters Live* 2007 Annual Meeting

June 26-30 in Anaheim,
Orange County, California.

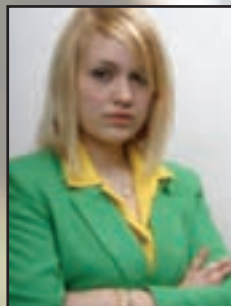
Official Supplier



National Athletic
Trainers' Association



*Osgood Slaughter and
Patella Chondromalacia
are The Athletic Supporters!*



Visit us at our booth at the NATA Annual Meeting and our web site at

www.SportsMedicineConcepts.com