

PINKY NEWELL ADDRESS

JAN. 11, 1999

IT IS A DISTINCT HONOR AND PRIVILEGE TO ADDRESS YOU THIS EVENING AT THIS EVENT NAMED TO RECOGNIZE ONE OF OUR PROFESSION'S MOST PROFOUND CONTRIBUTORS: WILLIAM E. NEWELL, OR PINKY, AS HE WAS KNOWN.

I CONSIDER MYSELF FORTUNATE TO HAVE SERVED WITH PINKY WHEN HE WAS THE CHAIR OF THE GRANTS & SCHOLARSHIP COMMITTEE AND ASKED ME TO OVERSEE THE STUDENT AWARDS BANQUET AT THE NATA CONVENTION IN BOSTON IN 1976. THAT'S HOW I LEARNED OF HIS TRUE DEDICATION TO THE STUDENTS WHO WERE STRIVING TO BECOME ATHLETIC TRAINERS. HE BELIEVED YOUNG MEN AND WOMEN NEEDED SOMEONE TO LOOK UP TO, AND HE ASKED ME TO ORGANIZE A DINNER SO THE STUDENTS COULD MEET AND SPEND TIME WITH SPORTSMEDICINE PHYSICIANS AND VARIOUS NATA LEADERS. PINKY BELIEVED SUCH INTERACTION WOULD HELP STUDENTS GROW INTO PRODUCTIVE MEMBERS OF THE PROFESSION. HIS FIRST EFFORT TO BRING TOGETHER STUDENTS AND LEADERS OCCURRED IN ANAHEIM IN 1975, AND INDEED, HIS GOAL OF INSPIRING STUDENTS WAS REALIZED THE FIRST YEAR: KATHY LAQUALE, OUR PRESENT DISTRICT ONE DIRECTOR, WAS A STUDENT WHEN SHE MET NATA PRESIDENT KENT FALB AT THE STUDENT LUNCHEON IN ANAHEIM, AND THEY STILL REFLECT ON THEIR MEETING AND CONVERSATIONS THAT EVENING. I'M CERTAIN OTHER SUCCESS STORIES ALSO CAN BE TRACED TO PINKY'S EFFORTS TO LINK STUDENTS WITH MENTORS.

I ALSO HAD THE PLEASANT EXPERIENCE OF SHARING A ROOM WITH PINKY FOR A MONTH DURING THE 1980 OLYMPIC GAMES IN LAKE PLACID. AS I GOT TO KNOW HIM BETTER, I RECOGNIZED PINKY'S FORESIGHT AND DEEP COMMITMENT TO THE NATA AND THE ATHLETIC TRAINING PROFESSION. I LEARNED OF HIS VISION FOR THE ORGANIZATION THAT HE SERVED TIRELESSLY. AS THE EXECUTIVE SECRETARY FROM 1955-1968 (THERE WAS NO EXECUTIVE DIRECTOR THEN), HE WAS INSTRUMENTAL IN MANY ADVANCEMENTS IN OUR PROFESSION, SUCH AS THE DEVELOPMENT OF JOURNAL OF ATHLETIC TRAINING, THE NATA ACCEPTANCE INTO THE NCAA AS AN AFFILIATE MEMBER, ESTABLISHMENT OF THE HALL OF FAME, THE

AMA RECOGNITION OF ATHLETIC TRAINERS AS ALLIED HEALTHCARE PROFESSIONALS, THE BEGINNING OF THE CERTIFICATION PROCESS AND THE DEVELOPMENT OF AN ATHLETIC TRAINING CURRICULUM, TO NAME A FEW.

BUT EVEN WITH HIS UNERRING FORESIGHT, PINKY FACED SOME OF THE SAME MISGIVINGS ABOUT THE CHANGES HE PROPOSED AS SOME OF OUR PRESENT MEMBERS HAVE EXPRESSED ABOUT THE CHANGES TAKING PLACE TODAY.

EDUCATION

HOWEVER, I FIRMLY BELIEVE IF PINKY WERE HERE TONIGHT HE WOULD WHOLEHEARTEDLY SUPPORT THE EDUCATION COUNCIL'S PROPOSALS. HE BELIEVED EDUCATION IS THE KEY TO STRENGTHENING OUR PROFESSION. HE WOULD ENDORSE THE ADVANCEMENT OF OUR KNOWLEDGE BASE TO INCLUDE THE COMPETENCIES IN AREAS SUCH AS DIFFERENTIAL DIAGNOSIS AND TO PROVIDE A MORE IN-DEPTH UNDERSTANDING OF PHARMACOLOGY TO BETTER PREPARE US FOR OUR ROLES AS ATHLETIC TRAINERS IN THE VARIOUS SETTINGS WHERE WE WORK TODAY. HE WOULD STRESS THE IMPORTANCE OF THIS KNOWLEDGE SO THAT WE CAN MEET THE EVER-CHANGING ROLE OF THE ATHLETIC TRAINER. HOWEVER, PINKY WOULD ALSO HAVE A WARNING FOR US: OUR LEADERS AND EDUCATORS SHOULD NOT FORGET THE ROOTS OF OUR PROFESSION AND THE IMPORTANCE OF THE PRACTICAL APPLICATION OF THE SKILLS AND THEORIES WE HAVE LEARNED. PINKY WAS A "HANDS-ON" INDIVIDUAL WHO WORKED TIRELESSLY TO PRESERVE THE WELL-BEING OF THE ATHLETES WITH WHOM HE CAME INTO CONTACT. HE WOULD EXPECT NOTHING LESS FROM THE PRESENT-DAY ATHLETIC TRAINER. HE WOULD CALL FOR A BALANCE BETWEEN THE THEORETICAL KNOWLEDGE AND PRACTICAL SKILLS BEING TAUGHT TO PRODUCE PRACTITIONERS WHO ARE COMPETENT IN EVERY ASPECT OF ATHLETIC TRAINING. I ALSO BELIEVE THE EDUCATIONAL CHANGES WE ARE EXPERIENCING TODAY ARE IMPORTANT TO SILENCE OUR CRITICS WHO QUESTION OUR PROFESSIONAL QUALIFICATIONS TO CARE FOR THE TOTAL ATHLETE.

FINALLY, I BELIEVE THE CHANGES WILL ENHANCE OUR OPPORTUNITIES FOR REGULATION IN STATES WHERE WE DO NOT HAVE IT AND STRENGTHEN OUR IMAGE AS ALLIED HEALTH PROFESSIONALS IN THE EYES OF LEGISLATORS, WHOM WE MUST CONVINCED OF OUR PROFESSIONAL PREPAREDNESS.

REFLECTION

AS I SAT DOWN TO PREPARE FOR THIS EVENING, I REFLECTED ON THE PAST AND THE CHANGES I HAVE EXPERIENCED, THE TREMENDOUS GROWTH OF THE NATA, THE ADVANCEMENT OF THE JOURNAL OF ATHLETIC TRAINING, THE INTRODUCTION OF THE NATA NEWS, THE DIVERSIFICATION OF THE ASSOCIATION, THE CHANGE IN PRACTICE SETTINGS, THE DEVELOPMENT OF THE NATA CURRICULUM, THE CERTIFICATION PROCESS, THE HIRING OF A FULL-TIME EXECUTIVE DIRECTOR, THE ESTABLISHMENT OF OUR OFFICES IN DALLAS, AND THE GLOBALIZATION OF THE PROFESSION. I CANNOT HELP BUT WONDER IF OUR FOUNDING FATHERS EVER ENVISIONED THE STUNNING GROWTH THAT WOULD OCCUR FROM THAT FIRST MEETING IN KANSAS CITY IN 1949, WHERE 150 MEN MET TO EXCHANGE IDEAS ON A MORE OR LESS PERSONAL BASIS TO IMPROVE THEIR SKILLS AND KNOWLEDGE. NOW, THAT INFORMAL GATHERING HAS TURNED INTO AN EVENT MANAGED BY MEETING PLANNERS WHO BOOK CONVENTION SITES 7 YEARS HENCE AND MUST ACCOMMODATE AS MANY AS THE 9,000 ATTENDEES WE SAW IN BALTIMORE.

I HAVE WITNESSED MANY CHANGES IN THE FIELD OF ATHLETIC TRAINING DURING THE PAST 35 YEARS BUT THE ONE THING THAT HAS NOT CHANGED IS THE IMPACT WE AS ATHLETIC TRAINERS HAVE ON THE ATHLETES WITH WHOM WE WORK AND ON THE STUDENT ATHLETIC TRAINERS WHOM WE MOLD FOR THE FUTURE OF OUR PROFESSION. WE ARE THE MENTORS OF THESE YOUNG MEN AND WOMEN, AND CONSCIOUSLY OR UNCONSCIOUSLY, WE END UP BEING ROLE MODELS FOR THEM. WE ARE CONSTANTLY BEING WATCHED AND EVALUATED BY THEM AND ARE EXPECTED TO HAVE THE ANSWERS TO THEIR QUESTIONS AND SOLUTIONS TO THEIR PROBLEMS. IT IS OUR RESPONSIBILITY TO PROTECT THEM, EDUCATE THEM, AND COUNSEL THEM IN THEIR TIME OF NEED - JUST AS PINKY NEWELL DID.

LEADERS WE SEE

I'd rather see a leader than hear one any
day,

I'd rather one should walk with me than
merely show the way.

The eye's a better pupil and more willing
than the ear;

Fine counsel is confusing, but example's
always clear;

And the best of all the leaders are the
men who live their creeds,

For to see the good in action is what
everybody needs.

I can soon learn how to do it if you'll let
me see it done.

I can watch your hands in action, but
your tongue too fast may run.

And the lectures you deliver may be very
wise and true;

But I'd rather get my lesson by
observing what you do.

For I may misunderstand you and the
high advice you give,

But there's no misunderstanding how
you act and how you live.