

# Tales of the Tape

JANUARY/FEBRUARY

2013

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**Special points of interest:**

- Briefly highlight your point of interest here.

## New Places for Old Faces

During this last off-season, numerous teams made changes to their Major League Athletic Training Staffs. The Professional Baseball Athletic Trainers Society would like to acknowledge and congratulate the members who have changed positions, organizations, or who have been promoted to the Major League ranks.

**Dan Dyrek**—Former Consultant of the Boston Red Sox, is now the Physical Therapist/Athletic Training Coordinator.

**Dave Pruemer**—Former Assistant for the Minnesota Twins has been promoted to the position of Head Athletic Trainer within their organization.

**Lanning Tucker**—Has been promoted to the position of Assistant Athletic Trainer for the Minnesota Twins.

**Jamie Reed**—Has been promoted to the title of Senior Director of Medical Operations for the Texas Rangers.

**Ryan DiPanfilo**—Joins the MLB ranks as the Assistant Athletic Trainer for the Arizona Diamondbacks.

**PJ Mainville**—Has moved from being an Assistant Athletic Trainer for the Diamondbacks to the Head Athletic Trainer for the Chicago Cubs.



**Mark O'Neal**—Continues his time with the Chicago Cubs, however, has moved into the role of Director of Athletic Training.

**Steve Gober**—Has joined the NL East Champion Washington Nationals as their Assistant Athletic Trainer.

Congratulations to you all from Professional Baseball Athletic Trainers Society.

## Richie Bancells—PBATS President

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents

of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins

Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.



## PBATS SPRING TRAINING SEMINAR— FLORIDA

The 2013 PBATS Florida Spring Training Seminar will be held on Saturday, March 9th, 2013 at the Philadelphia Phillies Minor League Complex in Clearwater, FL. Once again, Scott Sheridan, Dr. Michael Ciccotti, and the entire Phillies Medical Staff has put together an outstanding line-up of pertinent and cutting edge information for all of the athletic trainers spending their spring in Florida. See below for the complete outline and schedule of events for this years seminar.

Chairpersons:	Scott Sheridan, Philadelphia Phillies Michael Ciccotti, MD, Philadelphia Phillies / Rothman Institute
Moderator:	Shawn Fcasni, Philadelphia Phillies
4:30 - 5:30pm	Registration - Dinner
5:30 - 5:50pm	Paul Fournier - Phillies—"Strength and Conditioning Philosophy in Professional Baseball"
5:50 - 6:10pm	Shawn Fcasni - Phillies—"Lower Extremity Injuries in Baseball: Where We Stand"
6:10 - 6:40pm	Keith Bozyk - Gray Institute—"3D Flexibility - The Hip"
6:40 - 6:50pm	Break
6:50 - 7:20pm	Steve Thomas, PhD - University of Pennsylvania—"Diagnostic US - Humeral Retroversion"
7:20 - 7:50pm	Jeff Cooper - Phillies—"Posterior Capsule and Humeral Retroversion"
7:50 - 8:00pm	Break
8:00 - 8:30pm	William Meyers, MD—"From Sports Hernias to Core Injuries"
8:30 - 9:00pm	Chris Mudd / Jon May - Phillies—"Stabilization Exercises for Throwers Based on the DNS Principles"
9:00pm	Adjourn - CEU Certificates

*"To catch the reader's  
attention, place an  
interesting sentence or  
quote from the story here."*

## PBATS Internships—Kevin Harmon

PBATS Membership,

By now I hope that all of you have received your internship applications. Please take a few minutes and send out an answer to the students who have applied to your team. If you have any questions, I will be happy to answer them. We had another great year with the number of applicants, the total was 330 applications.

Thanks for your help in making this a successful program.

Kevin Harmon  
PBATS Internship Chairman



# PBATS SPRING TRAINING SEMINAR— ARIZONA

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site.

Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re

finished writing your newsletter, convert it to a Web site and post it.



**Caption describing picture or graphic.**



## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends,

or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a

column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message



**Caption describing picture or graphic.**

you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from

which you can choose and import into your newsletter. There are also several tools

you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

# 2013 PBATS ROLEX RAFFLE

Part of the Proceeds to benefit PBATS' Jimmy Warfield and Bill Buhler Educational Scholarships

## FIRST PLACE WINNER

Rolex GMT Master II Black Index  
Dial Oyster with Stainless Steel

## SECOND PLACE WINNER

Diamond Tennis Bracelet

## THIRD PLACE WINNER

Gourmet Cheese & Wine Gift Basket

## PREVIOUS WINNERS

2012 - Paul Konerko  
2011 - Mike Trout  
2010 - Kelly Shoppach  
2009 - Michael Cuddyer

Raffle tickets are \$50 each.

Ticket sales end April 10, 2013 and the drawing will be held April 19, 2013

*Robert C. Wesley*  
JEWELER - GEMOLOGIST

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## ANNUAL PBATS SCHOLARSHIP RAFFLE TICKET SALES END APRIL 10 AND DRAWING HELD APRIL 19

PLEASE PRINT

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ ORGANIZATION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_



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