



## PRESIDENT'S MESSAGE

### **“Are we there yet?”**

**U**ndoubtedly, at some point during this summer travel season you will hear this decidedly obvious question. Your most likely response will be some version of “not yet”. Get ready to hear this phrase repeatedly through the rest of this column.

Unfortunately, this newsletter column will not be one where the Executive Board members necessarily trumpet our accomplishments. But we are progressing down, at least what I consider to be, the right road. We just haven't yet reached the final destination.

### **“Are we there yet?” (Brazil)**

Not yet. As I write this Jean and John and Dave are putting the finishing touches on the presentation schedule for Brazil. What an outpouring of interest we have had from ASSET members!! We have 16 ASSET members on the program, nearly every one involved in multiple ways. Clearly we are fulfilling our commitment to lead the 2<sup>nd</sup> International Congress on Shoulder Therapy and fulfilling our mission to be “a leading source of knowledge” regarding shoulder and elbow rehabilitation. Jean and John and Dave have been absolutely excellent ambassadors to the world on behalf of ASSET.

### **“Are we there yet?” (Web Site Redesign)**

Not yet. In her column, Ameer included a mock up of the new front page. The UK site served us well, both in terms of expense (none) and function, but we were constrained by the rules governing educational institutions. We feel this new web site is an improvement in appearance and functionality and will allow us to one day advertise on the site. The communication committee has done a wonderful job on this project and I am very excited about the future. No mention of the web site should ever go without giving due credit to Tim Uhl who designed and maintained our web site, always without compensation and often without thanks, since its inception. Thanks Tim!

### **“Are we there yet?” (Guidelines)**

Not yet. We approached JSES about publishing the guidelines. Dr. Neviasser, editor in chief, did not think they fit the mission of JSES. Chuck Thigpen, Guidelines Coordinator, then contacted the editor at JOSPT, Guy Simoneau, who was enthusiastic about a formal submission as an invited Clinical Commentary. There is no guarantee of publication, but given the possibility, I think it is now worth mobilizing the resources of the society for other guidelines. Chuck has put together a proposal to tackle the additional guidelines beginning with rehabilitation following Rotator Cuff repair. I ask you in advance for your prompt feedback when it comes time to review the next guideline.

### **“Are we there yet?” (Credit card privileges)**

Not yet. Scott is evaluating what has turned out to be a dizzying myriad of options. A credit card option is important for our members (particularly foreign members) to pay dues and also continuing education course

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attendees to pay their registration. However, use of a CC for payment is a convenience not a necessity and so we are hesitant to invest a disproportionate amount of money on a luxury item. If we decide to pursue this option, our goal is to have a CC system in place by the next dues cycle (Feb 2008). Those with a sense of history, will recall the Society previously evaluated this option. Since that time, the cost has decreased sufficiently to merit revisiting the issue. I thank you for your patience as we wade through the options.

**“Are we there yet?” (Continuing Education Courses)**

Not yet. At the Mid-year Board meeting we tabled any plans for continuing education courses for 2007. Brian Coote, Education Chair, put together a plan to pursue one continuing education course per year at the site of the annual meeting. The ASES meeting for Fall 2008 will be at the Four Seasons Hotel in Santa Barbara. We need to evaluate lower cost options than this hotel space to make a continuing education course feasible. Please see Brian's column and provide any suggestions you have.

**“Are we there yet?” (Membership)**

Not yet. In Boston, the Board approved the goal of one ASSET member from each state. With a member from each state, ASSET is theoretically represented at any state level meeting. In addition, controlled growth allows an economy of scale without any change to the dues structure while still preserving the intimacy of the Society. I am pleased to say that we have added 3 new states in this last membership cycle. In addition, the membership committee sent an e-mail to all ASES members asking for suggestions for any additional members.

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PRESIDENT'S MESSAGE (Continued from page 2)

### “Are we there yet?” (Home office)

Yes. We're there!! We have a new central phone and fax line for our home office. The new contact numbers are phone (412) 343-4274 and fax (412) 343- 2367.



### “Are we there yet?” (My Presidency)

Not yet. But almost. This is my last newsletter as President. It's hard to believe time can pass so quickly. I would like to acknowledge the efforts of the Executive Board. They are special, special people who truly love this organization. It has been an absolute honor to work with them. Special thanks to Anita Greenhouse as she rotates off the Board as Member at Large. Anita was integral as we revamped the membership application process and has been a wonderful liaison with new applicants and the Board. Thanks for all your contributions Anita. In just a few months, I will happily pass over the reins to Bryce Gaunt. I am excited about Bryce's Presidency. I know that he will lead the Society with the same detail oriented, clear thinking he has contributed as Nomination Chair and Membership Chair.

Thanks for your attention. Enjoy the rest of your summer. I hope every time you hear the phrase “Are we there yet?” you'll smile knowing ASSET, just like the car you are driving, is headed in the right direction and progressing to a final destination.



*MICHAEL SHAFFER, MS, PT, OCS, ATC  
PRESIDENT*

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## EDUCATION COMMITTEE REPORT

It has been all quiet on the Educational front as John Basti and Jean O'Toole have been busy coordinating the 10th International Congress of Shoulder & Elbow Surgery 2nd International Congress of Shoulder Therapists in Brazil. Since this is a special meeting, ASSET has decided to defer its annual meeting in October. I hope many of you will consider this unique opportunity to take part and support your fellow ASSET members. Please refer to the ASSET website for further details.

Although it may seem far off, we are beginning to plan our 2008 annual meeting. Our next annual meeting is scheduled for September 3-6, 2008, at the Four Seasons Hotel in Santa Barbara, CA. We are also planning a continuing education course in around the surround area. Since this is a very expensive resort, we may need to hold a portion of our annual meeting off site. If any members are familiar with the area or have a relationship with an educational or hospital based institution, please contact me so we can explore our options further.



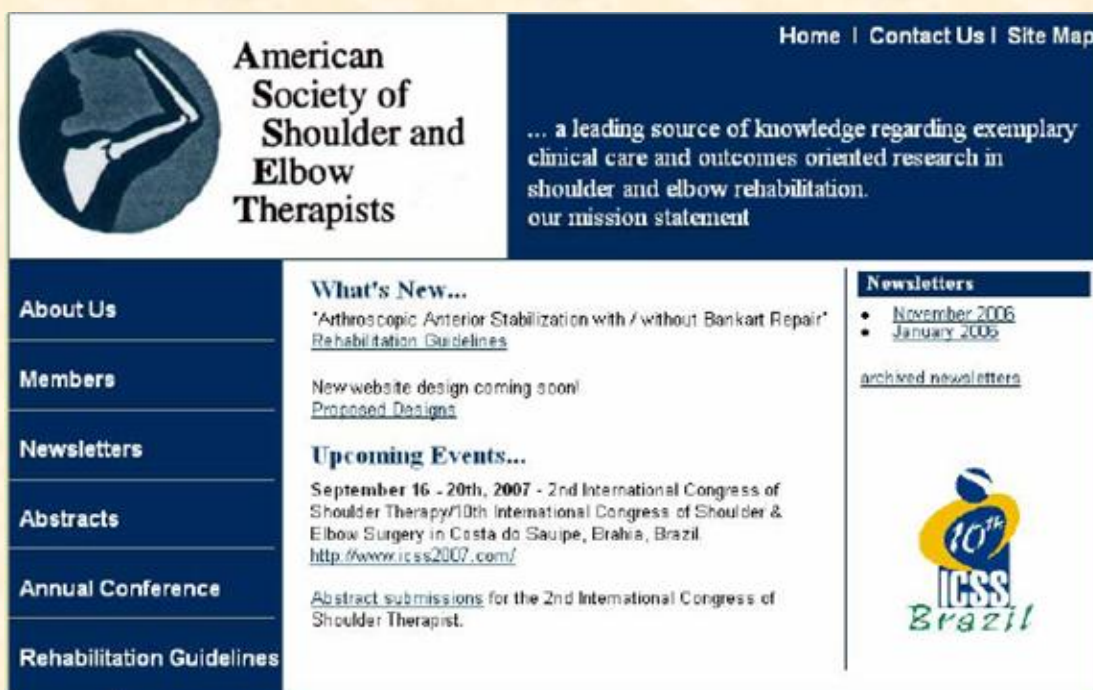
*BRIAN S. COOTE, PT, MBA, CSCS  
EDUCATION COMMITTEE CHAIR*



## COMMUNICATION COMMITTEE REPORT

The communication committee has been hard at work the past few months. I would like to acknowledge the communication committee members who have graciously agreed to serve ASSET and contributed to these endeavors: Kerin Cook, Elmer Platz, and our newest member Joe Kostuch. Over the past few months, we have focused on communication improvements with the webpage. With growth of the organization, it became apparent the webpage's desired function has evolved. We need the webpage to be more than just a communication tool among the membership, as it once served. It should also serve as a means of communicating ASSET's existence, mission, goals, and membership benefits to others outside the organization.

As a result, a redesign of the ASSET webpage is underway. We are fortunate that committee member Joe Kostuch's wife is in the webpage design business. We have been working with her company, Devign Technologies, to give the ASSET webpage a new look and improved functionality. As we continue to build the new site, I am excited to share with you a preview.



The screenshot shows the ASSET website homepage. At the top left is the logo for the American Society of Shoulder and Elbow Therapists, featuring a stylized globe and a shoulder/elbow joint. To the right of the logo is the text "American Society of Shoulder and Elbow Therapists". Further right are navigation links: "Home | Contact Us | Site Map". Below the navigation is a dark blue banner with the text: "... a leading source of knowledge regarding exemplary clinical care and outcomes oriented research in shoulder and elbow rehabilitation. our mission statement". The main content area is divided into three columns. The left column is a dark blue sidebar with white text links: "About Us", "Members", "Newsletters", "Abstracts", "Annual Conference", and "Rehabilitation Guidelines". The middle column has a white background with a dark blue header "What's New...". Below this header are three sections: "Arthroscopic Anterior Stabilization with / without Bankart Repair" with a link to "Rehabilitation Guidelines"; "New website design coming soon!" with a link to "Proposed Designs"; and "Upcoming Events..." with details for the "September 16 - 20th, 2007 - 2nd International Congress of Shoulder Therapy/10th International Congress of Shoulder & Elbow Surgery in Costa do Saupe, Braham, Brazil" and a link to "http://www.icss2007.com/". Below this is a link for "Abstract submissions for the 2nd International Congress of Shoulder Therapist". The right column has a dark blue header "Newsletters" and lists "November 2006" and "January 2006" with a link to "archived newsletters". At the bottom of the right column is the logo for "10th ICSS Brazil".

I anticipate full implementation of the newly designed webpage within the next two months. If you have any suggestions, please feel free to share this with any communication committee member, Kerin, Elmer, Joe or myself in the next few weeks. Unfortunately until the new webpage is up and running, I apologize that we no longer have the ability to make updates or changes to the current webpage. Should you have a change in your contact information or need to post something on the webpage, please forward your request to me at [aseitz@partners.org](mailto:aseitz@partners.org). Once the new webpage is operational, we will promptly implement any updates and/or changes that we receive.

We would like to extend our appreciation to Tim Uhl, who has unselfishly served as our webmaster responsible for all the webpage updates and changes for many years. These changes of the webpage operations will relieve Tim of this longstanding commitment and share the responsibilities of the webpage among other members within the organization via the communication committee. The invaluable contribution Tim has made through the years as the webmaster, as well as establishing hosting with the University of Kentucky

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server at no cost to the organization, should not be overlooked. I believe his work with the webpage is a key component of our organization's success to date and we cannot fully express our gratitude to him for the time and efforts he has contributed. Thank you again Tim!

While revamping the webpage, we wanted to explore options to reduce our webpage costs. In doing so, we recently transferred our domain name and hosting to a new company, GoDaddy. The domain name is the internet address we use to access our webpage ([www.asset-usa.org](http://www.asset-usa.org)), and these must be registered so that it is only used for our website. A website host is a company who stores our webpage on their server for all to access. The change in hosting site will reduce our yearly hosting costs by more than 50% and will reduce the domain name costs by more than 75% once our contract with the previous company expires.

Transferring our webpage to this new hosting site affords us many additional opportunities. First, it allows us to implement a feature that optimizes various search engine's (google, yahoo, ect) capabilities to identify keywords on our webpage. We hope that this will improve traffic to our newly designed webpage when searching the web using keywords/phrases such as shoulder/elbow rehabilitation, shoulder/elbow therapy, and rehabilitation guidelines. Second, hosting with this commercial site will also allow us to explore options to offset our costs through advertising on the webpage. We were previously restricted from doing so on the University of Kentucky server. Thirdly, the new host site will allow us to eventually pursue avenues to pay annual membership dues and/or conference registration fees online. This is an essential feature for growth of the organization and should make paying dues and registration fees much more convenient for all members.

In the short term, the organization will incur fees to revise or make any updates to our new webpage. However, we have made an arrangement with Devign Technologies, the webpage design company, to have Joe Kostuch and subsequently a few other members trained so that we can perform these updates independently and without cost to ASSET. It is imperative for us to be able to make timely changes to the webpage content, including membership contact information, announcements of annual conferences, announcements of continuing educational conferences, and future postings of the ASSET consensus rehabilitation guidelines.

The webpage is representative of the organization and all that it has to offer and should be dynamic. The hope is that these changes will afford us the opportunity to maximize the potential of the internet for the benefit of the organization. Please take a moment to visit the webpage to review your contact information, to ensure this is accurate, and forward any changes to me at [aseitz@partners.org](mailto:aseitz@partners.org). We welcome your suggestions, so feel free to contact us.



AMEE L. SEITZ, PT, DPT, MS, OCS  
COMMUNICATION CHAIR

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## MEMBERSHIP REPORT

Please note that this report was completed in conjunction with Anita Greenhaus and Eric Sauers, our Members-At-Large.

ASSET membership continues its steady growth in 2007. We currently have 65 members. There are currently 33 active members, 25 general members, and 7 foreign members. Since the last newsletter we have 5 new general members. Three members (Claudia Abella, Kenneth Rogers, and Dave Brown) have resigned. Please join us in welcoming the following new members: Arlette Frederick, Lori Gilbert, Kevin Kostka, Charles Renner, and Reg Wilcox III. To help us get to know them, each member was asked to submit a brief bio which is included at the end of this report.

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## PAST-PRESIDENT'S/RESEARCH CHAIR REPORT

As Dave and I are sharing the work on programming for the meeting in Brazil, we have combined our reports.

It seems as though we were just in Chicago and discussing the International Congress and now, thanks to all of the people who submitted abstracts, the agenda is almost set. We will share it with you after the speakers are notified. Dave will be in touch with those who are presenting in the next couple of weeks. We will then send the program on to Brazil as Dr. Lech is anxious to advertise it there. John Basti is the program chair and he has spent much time communicating with the other chairs and with the Congress organizers in Brazil. We are grateful for his skill with this as he has the experience from when he did the First International Congress in 2002 which was held in Washington, D.C.

There are 14 members from ASSET scheduled to speak in Bahia and several members submitted more than one abstract which was terrific. There are abstracts from the United Kingdom, with Denmark, Chile, Switzerland and Brazil also having therapists who will present at this meeting. There is time at the end of each session for panel discussion, which should be a rich experience sharing with therapists from other countries and medical settings.

There is information to share on travel and registration, which will be sent out in the next few weeks. I will send that communication only to those members who are going to Brazil as our guess is that you all have enough e-mails to read in a day without adding more than you need. We will send one on the list serve at the end of the summer to give you the final update prior to the meeting. When we are back home at the end of September a report on the Congress will go out to everyone.



JEAN O'TOOLE, PT, MPH, CLT-LANA  
PAST-PRESIDENT



DAVID D. EBAUGH, PHD, PT, OCS  
RESEARCH CHAIR

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## NOMINATING COMMITTEE

A call for nominations was sent out in March for the following offices:

- President-Elect
- Sect/Treasurer-Elect
- Member at Large

We had 12 members respond. Nominees have been contacted for acceptance or decline of the nomination (s). Thank you to all who I contacted for responding back to the call and for considering the nominations.

The Election ballot will be sent out on August 1<sup>st</sup>. Members will have two weeks to respond (but why not just respond right away...).

Election ballot: (8/01/07) 1 month before election with 2 weeks to return  
 Election closed: September 1<sup>st</sup>, 2007  
 Report results of election to President (Mike Shaffer): September 5<sup>th</sup>, 2007  
 Results to be announced at the end of ICSS.



DAPHNE S. HOOYBOER  
NOMINATION CHAIR



MEMBERSHIP REPORT (Continued from page 5)

One of the goals of the committee this year was to increase membership. Our eventual goal is to have at least one member from each state. At the mid-year Board Meeting it was decided that a strategy targeting measured growth be used for 2007. Last year, through the hard work of Lori Michner and Anita Greenhaus we sent a letter to new ASES members acquainting them to ASSEST and asking them to help us recruit qualified individuals. Currently, we are finalizing a similar letter that will be sent to **all** members of the American Shoulder and Elbow Surgeons (ASES). This was last done in 1999, and was very effective at that time. There will be no cost to ASSET for this, as ASES will electronically distribute this letter on our behalf via their list serve.

Since the last newsletter, the membership committee has reviewed, clarified, and streamlined the membership application process. We have also maintained the attend / present roster that tracks each member's due dates for these criteria of membership. Please note that those people due to attend and / or present in 2007 will have an extra year to fulfill their obligations since our designated meeting is in another continent.

Our current project is to obtain electronic photos of all members to be placed in the "Members" section of the website along with each person's contact information. These pictures have proven invaluable to us as I'm sure it has to each of you in helping put a face with a name. Unfortunately, we are missing about 1/3 of members' pictures. **Please take a moment to look at the website and if your picture is missing please send a jpeg headshot to Anita Greenhaus at [agreenhauspt@aol.com](mailto:agreenhauspt@aol.com) by June 15<sup>th</sup>. Please mention ASSET in the title of the e-mail so it does not get caught in her spam filter.** Thanks in advance for your help in this project.

Finally, remember that the Membership Committee was formed to be a conduit between the membership and the board. It was created to represent you. We want your opinions on the annual meeting, website, newsletter, direction of the board, etc. As our goal is to continually improve ASSET, please give us your feedback as to how we can better serve you, the member.



BRYCE GAUNT , PT, SCS  
PRESIDENT ELECT—MEMBERSHIP

## WELCOME

**Arlette Frederick, PT, DPT, MS** has been a practicing physical therapist for the past 29 years. For the past 14 years she has been working at the Beth Israel Deaconess Medical Center in Boston, MA. She originates from the islands of Trinidad and Tobago, came to the USA in 1989. She has six siblings. She enjoys singing and dancing. Her favorite sports are soccer and basketball. Welcome Arlette!

**Lori Gilbert, OTR/L** I have been married for 6 years to Bill Gilbert and we have one daughter, Caroline, who will be 4 in February. We have one dog, an English Cocker named Maggie. My hobbies are my family and golf. I am a true UGA fan and love Georgia football. GO DAWGS!

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WELCOME NEW MEMBERS (Continued from page 7)

**Chuck Renner.** Chuck is married to his wife Cathy. They have children ages 22-12. Chuck likes to fly fish, hike, run and practice martial arts- Tenshi Goju Ryu Karate and Aikido. He also enjoys watching his children play soccer. And since both he and his wife have to transport their children to all their games and practices, Chuck says another hobby of his is to drive short distances – repeatedly - in a hurried and stressed out manor -- because one of the kids could not find a shin guard or a shoe?

**Kevin Kostka, PT, DPT, NASM-PES.** Kevin is a physical therapist currently employed at Southeastern Orthopaedics in Knoxville, Tennessee.

**Reginald (Reg) Wilcox, III, PT, DPT, MS, OCS** is the Clinical Supervisor of Rehabilitation Services at Brigham & Women's Hospital in Boston, Massachusetts.

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## TREASURER REPORT

The first quarter of 2007 has produced very little financial activity for us. We have had one expense of \$179.69 for the Mid-Year Executive Board Meeting in Boston. We have recorded \$9,720.00 of deposits from membership dues and late fees. Our beginning balance for 2007 was \$19,864.74 and, as of March 31, we have \$29,405.05.

During this second quarter, we expect to pay our Journal of Shoulder and Elbow Surgery dues for the organization. We are also looking into the possibility of changing banking organizations and establishing the ability to process credit card transactions for our members to allow for easier payment of dues, conferences, etc.



SCOTT F. HAMERSLY, MS, PT  
TREASURER

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## THANK YOU!!

We would like to thank Dr. Gerald Williams, Jr and Dr. Matthew Ramsey, Brian Leggin and Marty Kelley of the University of Pennsylvania Health System Penn Shoulder Group for their recent generous donation.



## MARK YOUR CALENDAR

**ASSET ANNUAL MEETING 2008**  
**SEPTEMBER 3<sup>rd</sup>—6<sup>th</sup>, 2008**



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