

2011 ANNUAL REPORT



I found the **PREPARE** course very user friendly. It was very quick and informative, a simple and basic course every coach should take. I think too many coaches aren't really prepared in the case of an injury that may be life threatening, but every situation can be handled if a coach stays calm and recognizes the signs and symptoms that may be occurring.

 BILL HAWKINS, PREPARE participant, State of Ohio



NATIONAL CENTER FOR SPORTS SAFETY

2011 ANNUAL REPORT

WORDS OF APPRECIATION FROM OUR EXECUTIVE DIRECTOR



Kathryn Gwaltney **Executive Director** National Center for Sports Safety

WITH YOUR SUPPORT

As the National Center for Sports Safety looks back at some very successful years, we are deeply grateful for those who have made it possible - our donors.

I am proud to present to you a copy of the National Center for Sports Safety (NCSS) 2011 First Edition Annual Report. This report summarizes the highlights from fiscal years 2009 through 2011, a pivotal time for us in which we focused our efforts on our core mission to promote the importance of injury prevention and safety on all levels of youth sports through education and research.

The NCSS vision is to decrease the number and/or severity of injuries through developing and teaching sports safety courses and collecting, analyzing and researching injury data. In our ongoing effort to provide supplemental educational materials to coaches and parents, I am pleased and excited to report that NCSS is moving in an increasingly positive direction, seeing over a 58% increase in private support raised during the past two years. NCSS has also had almost a 123% increase in the number of donors from 2010 to 2011.

We want to give you a clear understanding of the NCSS framework in regards to where we are and where we are heading. We hope this information will be helpful to you in assessing the effectiveness and responsibilities involved with the organization.

On behalf of the entire NCSS staff and board members, I would like to thank you for your continued support. Your commitment and positive feedback are the fuel that keeps us moving forward to make NCSS a sustainable organization.

Kathun Gualtry

"PREPARE is a real "must have" for everyone involved in our program. We, as a "coaching staff and team", will adopt this program."

> **GREG ZAVALA, 1996 USA Wrestling Olympic** Greco - Coaching Staff, 2004 Olympic Training Camp Greco - Staff

"The **PREPARE** course was a direct, no-nonsense presentation that gave me the information I needed in a quick and efficient manner."

> PAT BROWN, Assistant Competitive Soccer Coach U19 Girls, Treasurer for Enid Soccer Club

GRATEFULNESS AND A CALL TO ACTION FROM OUR BOARD CHAIRMAN



Matthew Lemak Chairman, Board of Directors National Center for Sports Safety

Participation in youth sports is widespread in our American culture. While involvement in such activities is fun and promotes physical fitness, it also leads to a risk of injury. Each day, approximately 8,000 children are treated in emergency rooms for sports related injuries. Last year, 50 young athletes in 26 states didn't make it home. Sadly, many of those deaths could have been prevented.

Our goal is to increase the number of coaches and volunteers educated through our **PREPARE** course. Through further marketing and awareness efforts and by increasing the number of state high school athletic associations that mandate the course, we can drastically reduce the number of injuries and deaths.

The thing to remember is this: Most sports injuries are preventable. Yet many sports organizations do not require sports safety training for their coaches. According to the National Youth Sports Safety Foundation, less than 10 percent of the 25 million volunteer coaches and only 33 percent of the interscholastic coaches have any type of coaching education in sports safety.

We depend on – and are grateful for – your support as we work together to decrease the number and/or severity of sports injuries in youth by increasing sports safety awareness and educating coaches in sports safety techniques and skills.

DONORS

I want to express our sincere gratitude to our donors for their continued financial support. It is the commitment of our donors that has made the work of NCSS possible.

THANKS

I wish to acknowledge the support that the Board of Directors has shown me and to thank them for their continued commitment. I would also like to thank Kathryn Gwaltney and the rest of the NCSS team for their hard work and perseverance during a challenging year. In addition, I would like to thank all service providers for their help and support.

FROM OUR FOUNDER



Dr. Lawrence Lemak Founder National Center for Sports Safety

he National Center for Sports Safety (NCSS) was founded by worldrenowned orthopedic surgeon Dr. Lawrence (Larry) J. Lemak, in 2001 to promote through education and research the importance of injury prevention and safety in all levels of youth sports. NCSS focuses on decreasing the number and/or severity of injuries through developing and teaching sports safety courses and collecting, analyzing and researching injury data.

FOUNDER DR. LEMAK SAYS IT BEST THIS WAY, "There is not one parent that would drop their child off at a local community pool if there were not a certified lifeguard on duty. That same standard of care should be available for every sports facility in this country. If we can prevent just one fatality or injury, it will be worth the effort."

The vision of NCSS is to standardize the level of care available to athletes on and off the playing field. By educating youth coaches in sports safety techniques and skills, they will gain the knowledge and confidence to prevent and respond to injuries and emergency situations appropriately until professional help arrives.

We believe that coaches, parents and all other individuals who are committed to providing children with a safe and healthy environment, are an integral part to help ensure that youth athletes will be safe on the playing field. We also believe that by educating coaches in basic safety techniques and emergency response, our fields and courts will become a safer place for youth athletes across the nation.

NCSS's goal is to ensure all youth sports organizations proactively manage risks associated with athletics. The NCSS works to build relationships with groups and coaches on a national and grass-roots level to become sports safety educated through **PREPARE**.

Sincerely,

Sflorad MD

"Safety is at the top of our priority list and the **PREPARE** course has provided our coaches with real world, practical information."

- NIGEL MELVILLE, CEO & Director of Rugby Operations, USA Rugby

HISTORY

2002

NCSS held a "Setting the Standard" summit in Birmingham, Alabama with over 30 delegates to discuss the concerns of youth sports and to begin developing content for a sports safety course for youth and high school coaches. The purpose of the summit was to raise national safety standards for all youth coaches. Also in 2002, NCSS joined forces with the Alabama High School Athletic Association (AHSAA) to help get all coaches certified in CPR.

2004

NCSS, in conjunction with the National Athletic Trainers' Association (NATA), launched a comprehensive sports safety course online called **PREPARE**. During this same year, AHSAA mandated that all high school and middle school coaches are required to take a hands-on version of the **PREPARE** course.

2006

NCSS passed legislation in the state of Alabama to provide civil immunity (under the Good Samaritan Law) to protect all coaches who take a sports safety course.

2007

NCSS officially became a 501(c)3 non-profit organization.

2007-2008

NCSS began a full content revision of the **PREPARE** course by contacting former delegates for assistance. All content was thoroughly updated online and in the manual. In this same timeframe, NCSS received its first state educational grant via Alabama State University. This was used to reach the youth league coaches in the rural areas and parks and recreation departments that were not able to provide training for their coaches. This grant has, upon review continued, to be renewed, on a yearly basis.

2009

NCSS helped pass legislation in the states of Kentucky and Florida to educate coaches in the basics of sports safety education. This same year, NCSS undertook initial fundraising efforts in both the public and private sectors throughout the Southeastern United States.

2010

NCSS produced a video for athletes and parents. Funded by a grant, the video teaches parents and athletes how to assist coaches in practicing sports safety. This video continues to be offered to the public free of charge.

2011

NCSS launched an updated **PREPARE** course which is offered online and in a classroom setting. NCSS celebrated a 10 year anniversary. Three fund-raising events during the year, one of which was in the state of Iowa, raised nearly \$200,000.



THE POWER OF A GIFT

Very gift to NCSS matters. Varied in size and purpose...yet all having the power to "*Raise the Standard*" and help protect the lives of our young athletes. To date NCSS has received nearly \$900,000 in gifts. Would you consider a gift to our Annual Giving Campaign? Your gift will help us continue to provide prevention and injury training to coaches and volunteers throughout the United States.

CONSIDER WHAT YOUR GIFT COULD DO:

	^{\$} 36	Provides sports safety education to one participant
	^{\$} 70	Provides one first aid kit to an individual in need
	^{\$} 100	Provides 100 copies of the parent and athlete DVD
	^{\$} 250	Provides one certified athletic trainer to teach one PREPARE class
	^{\$} 500	Provides endowment funding for current and future programs
	^{\$} 1,500	Provides one Automatic External Defibrillator (AED) to a youth sports organization in need

To learn more about how your contributions to NCSS help fulfill our mission, please visit www.SportsSafety.org



NCSS PREPARE class participants

FUND-RAISING EFFORTS



Second Annual Charity Golf Tournament First Place Team

NCSS held two local fund-raising events in 2011 that raised over \$100,000 to support its mission of promoting injury prevention and safety in all levels of youth sports through education and research.

On May 11, 2011 NCSS hosted its Second Annual Charity Golf tournament at Limestone Springs in Oneonta, Alabama with the help of five supporting sponsors, this year's tournament brought in 25 teams, along with 38 hole sponsors and miscellaneous donations. Contributions for this year's tournament totalled \$78,400. This amount doubled the earnings of the previous year's tournaments. NCSS plans to continue the tournament each year and hopes to raise even more funds each additional tournament.

NCSS hosted its 10-year anniversary celebration on August 21, 2011 at Flemings Prime Steakhouse and Wine Bar in Birmingham, Alabama. This event not only celebrated the 10-year anniversary, but also served as a fund-raiser for NCSS. Over 220 individuals joined in celebrating which accounted for over \$50,000 in revenue. The agenda included an exquisite dinner paired with various fine wines and a silent and live auction. NCSS anticipates hosting another wine dinner event on a smaller scale sometime in the future.

Please contact the NCSS if you or your organization is interested in participating in one of our future fund-raisers.



NCSS 10th Anniversary Celebration

"It's vital that everyone working with young athletes know how to deal with medical conditions and emergencies. The **PREPARE** course is an excellent way to gain that knowledge. It's easily accessible and comprehensive, and, best of all concise to insure maximum learning in minimum time."

JON BUTLER, Executive Director
Pop Warner

Our Endowment Fund



s NCSS has tailored its expenses over the years to match its revenues, it has become dependent on two primary sources of income. While we do not foresee funding from either source changing, we have anticipated the need to establish a financial contingency plan. Our board of directors has encouraged the organization to **PREPARE** for the challenge of any economic downturn by creating an endowment fund.

While we never anticipate having to utilize this endowment for operations, we do need to have a plan that would allow us to continue to fund important initiatives and stem the tide of financial upheaval until other funding can be put in place.

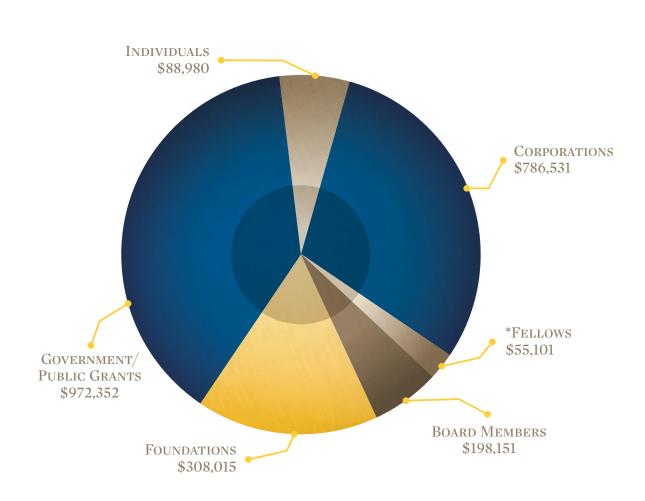
"I want to take this opportunity to thank you for your dedication and hard work towards the safety and wellbeing of student athletes in the state of Alabama at all levels of competition. The programs at the National Center for Sports Safety, which will be presented to coaches at all levels, are needed not only in the state, but nationwide. Programs like yours are vital to the safety of young athletes everywhere."

> - DAN WASHBURN Former Executive Director for AHSAA



FUND-RAISING EFFORTS & FINANCIAL SUMMARY

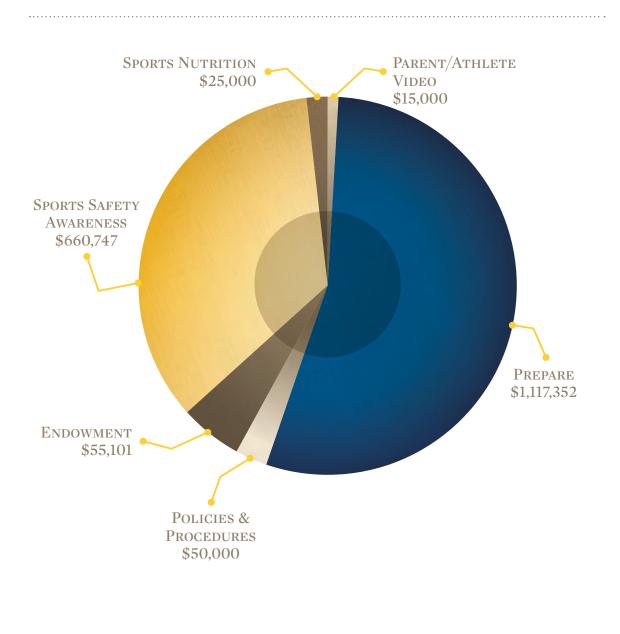
GIFTS/PLEDGES BY CONSTITUENCY SEPTEMBER 1, 2009 – DECEMBER 31, 2011



*Lemak Fellowship and Research Alumni

FUND-RAISING EFFORTS & FINANCIAL SUMMARY

GIFTS/PLEDGES BY PROJECT SEPTEMBER 1, 2009 – DECEMBER 31, 2011



UNSURPASSED PROGRAMS CREATING SPORTS SAFETY AWARENESS

NCSS has made great strides over the years in youth safety through bringing awareness of sports injuries before state legislative members and municipal city councils. This effort has involved working with political consultants to make sure that the interests of youth safety are kept at the forefront in the minds of elected officials to provide a blanket of protection for youth athletes.

In 2006, NCSS passed legislation in the state of Alabama to provide civil immunity (under the Good Samaritan Law) to protect all coaches who take a sports safety course. The following year, NCSS received its first state educational grant via Alabama State University. Funding continues to this day. This support has been used to reach the youth league coaches in rural areas and park and recreation departments that were not able to provide training for their coaches.

In 2009, NCSS helped pass legislation in the states of Kentucky and Florida to educate coaches in the basics of sports safety. NCSS is currently working with the Alabama High School Athletic Association, the Florida High School Athletic Association, and the Georgia High School Association to require all high school coaches to become educated in sports safety.



Your support has been vital in funding these ongoing legislative efforts and in creating dialogue among these entities about sports safety awareness.

"I believe the National Center for Sports Safety is a vital organization ensuring the continuing success of youth sports. You are helping to raise the standard of care across the nation and I thank you for your dedication to this pressing issue. You are not only providing coaches with solid information about sports safety, you are protecting the future of professional athletes."

- **BO JACKSON**, Professional Athlete

Recipient of our first aid kit

"The need for safety education **IPREPARE** for our coaches is an absolute. NCSS and its staff have done an exceptional job meeting this need for thousands of coaches throughout the country."

- G. JACK WOOD, Executive Director, Alabama Football Coaches Association

MAINTAIN AND PERPETUATE DELIVERY OF THE **PREPARE** COURSE

In order to offer the most valuable information to coaches, we must update the course every 24 months to ensure the educational modules are up-to-date with the most current research. Content development is important to further educational opportunities for coaches, including information outside of the current **PREPARE** course, which consists of eight modules on emergency planning, injury prevention and recognizing injuries. The modules are as follows:

- » Emergency Action Plan
- » Heat and Cold Illness
- » Emergency Recognition
- » Medical Considerations and Pre-Existing Conditions
- » Principles of First Aid
- » Head, Neck and Face Injuries
- » Warm-up and Cool-Down
- » Anatomy, Nutrition, and other Health-Related Issues

The purchase of NCSS's own infrastructure (developed as a Learning Management System or LMS) has allowed easier access to the **PREPARE** course online, as well as offer more innovative technical support to users. The new LMS is a virtual and automated platform where data is held, which is utilized to manage the content of an educational course, collect demographic information from its participants, and test the participants' knowledge of the content.

PARENT AND ATHLETE DVD

In 2010, the NCSS produced a video to educate parents and athletes on preventative measures and techniques to be proactive in youth sports safety. The 16-minute video covers five essential topics that parents and athletes need to be familiar with in the event of an emergency on the field or court. The parent and athlete video has been reviewed and approved by the AHSAA medical advisory committee and can be viewed free of charge at

http://www.sportssafety.org/free-video/.

Video Topics include the following:

- » Concussions
- » Heat Illness
- » Pre-Participation Physicals
- » Cardiac & Genetic Disorders
- » Staph & MRSA Infections



AED/SAFETY KITS

Sports play an important role in American Society. While sports serve as a "social glue" bonding Americans together, sports also cause injuries, even deaths. On June 1st, 2011, a 13-year old boy playing youth baseball experienced a life ending event when he was hit in the chest with the ball as it came off his bat while bunting. His heart went into an erratic rhythm and his life ended within minutes. NCSS would like to make an impact on these staggering statistics in Alabama by placing defibrillators and emergency first aid kits in municipal parks and recreation facilities. These community centers are often where youth athletes play sports and family crowds gather.

NCSS has identified 70 park and recreation departments associated with the Alabama Recreation and Park Association (ARPA) to



NCSS staff with Vestavia Park and Recreation Association Director, Brian Davis, at a Vestavia City Council Meeting.

Miles away at a basketball tournament, a high school player made a 3-point shot to win the big game. As the team celebrated the victory and the crowd rose in a frenzy, that same player fell to the floor suffering sudden cardiac arrest and died within minutes. Had an automatic external defibrillator (AED) been present at either of these facilities, these young men's lives might have been saved.

Every year, more than 300,000 people die of sudden cardiac arrest as they are en route to the hospital. Up to 50,000 of those deaths could have been prevented if defibrillators were widely available in public gathering places. target with this project. It is the aim of NCSS to place an AED in each of these facilities in the state, as well as provide emergency first aid kits to handle other minor injuries until medical professionals arrive on the scene.

SPORTS NUTRITION & Hydration Plan Website

Nutrition practices play an important role in helping youth achieve their personal best in academics, exercise and sports performance. Nutrition practices that help maximize exercise performance also promote good health and minimize risk factors for chronic diseases later in life such as cardiovascular disease, certain cancers and osteoporosis. Many adolescents today do not consider what they eat or drink, prior to or after a game, affects their energy and cognitive abilities while participating in their sport of choice or in the school classroom.

To counter this lack of education and negative influence by culture and society, NCSS envisions designing a website in which coaches, individual players, and parents can build a sound nutritional pre-game, game day, hydration, and post-game meal plans. This would help teams and individuals maximize their performance on the playing field, with the added benefit of fostering good nutrition as a lifestyle. Included on this website would be guidelines for hydration, the differences in various sports drinks and supplements and what items should be avoided in food and drink choices.

Coaches could go to this website and download a team sportspecific nutrition plan, based on demographic and environmental input. Players and parents could put together a more specific nutrition map based on their individual makeup.

POLICY & PROCEDURE ONLINE PORTAL

In order to meet the strategic objectives of our organization, we believe it is necessary not only to train coaches in injury prevention and response using our **PREPARE** course, but to also **raise the standard** in regard to the policies and procedures implemented at the youth sports level. NCSS recognizes the expertise and emergency response experience gained by our professional sports organizations over the years. NCSS has worked with organizations such as Major League Soccer, NFL Europe and United Football League, as well as Alabama State University, University of Montevallo and Miles College to develop and review their governing policy and procedure manuals. We see the need to take the same policies and procedures developed at the elite sports level and transfer it to the high school level where it can be used in whole or integrated with policy and procedure which is already in place.

In order to disseminate this information to governing bodies, schools, and coaches. NCSS envisions the design of a web accessible online portal. A school would be able to build a customizable policy and procedure manual which would be available electronically per school, sporting event or visiting facility. Not only would schools be able to access professional policy and procedure practices, they would also be able to access information uploaded from other school participants who may have encountered recent emergency situations. As policy providers encounter specific emergencies, they are prone to closely scrutinize how their policy and procedure performed. Updates that are made to protocol, would continue to benefit the database and in turn those in the sports community who access it.



NCSS staff - 2nd Annual Golf Tournament



NCSS PREPARE class participants



NCSS Board Chairman, Matthew Lemak; with Community Health Systems CEO, Wayne Smith, supporter of NCSS - NCSS 10th Anniversary Celebration.

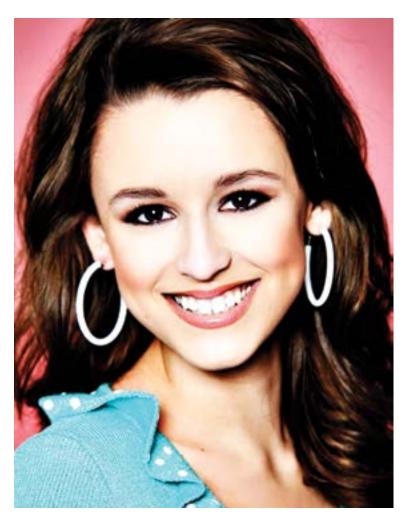
DECEMBER 17, 2009. THE DATE THAT CHANGED MY LIFE FOREVER.

his is the date when I lost the usage of my right arm after it was paralyzed due to a devastating cheerleading accident. However, this is also the date that led me to where I am today.

During a routine cheerleading practice, we were trying to perfect a stunt in preparation for a big meet we had the following day. During a dismount, a teammate of mine landed with her shoulder on the right side of my neck. The pain was searing but I kept going because I knew we had to nail it. We tried the stunt again, and once again my teammate landed with her shoulder on my neck. I could feel the pain shooting down my arm but once again we forged ahead. I didn't want to disappoint my coach or my teammates. No pain no gain, right? I wish I knew then how wrong I was...

On the third try, the exact same thing happened and at that point my life changed forever. I could not move my right arm—it was paralyzed.

I was immediately rushed into the athletic trainer's office. With one look at my arm she sent me to Urgent Care. As soon as we walked in, they referred us to the Emergency Room. Numerous tests and X-rays later I was told nothing was broken—oh how I wish it would have been that easy. The following



day I was sent to an orthopedic surgeon who then sent me to a neurologist. The neurologist proceeded to poke me with needles up and down my arm and neck. The pain was so excruciating to the point where brushing my hair, being touched or even wearing a shirt with sleeves was completely unbearable.

I was finally referred to a pain specialist who diagnosed me with Complex Regional Pain Syndrome, as well having significant nerve damage. I started physical therapy and endured several "nerve blocks" (basically a large needle was injected into my neck to attempt to block my pain with injected medication). Trust me, this is something I pray no one ever has to experience. I would receive this treatment every three days but the nerve blocks only gave me minimal relief. (which is quite a long time even when you have the use of both arms!!). Being right-handed, I had to re-learn EVERYTHING! From buttoning my shirts, zipping my pants, curling my hair, applying endure what I have. It is still hard for me to believe that one day I was Captain of a nationally competitive cheerleading team and the next day I was bedridden and robbed of precious time as a teenager. I am

I had to re-learn EVERYTHING! From buttoning my shirts, zipping my pants, curling my hair, applying makeup, doing homework, opening food packages to adapting to a new life without cheerleading, exercise and normalcy.

Before each procedure, IV's were used and the nausea was overwhelming. After enduring this procedure several times, I simply couldn't take it anymore. I had to find an alternative treatment plan. My doctor and family decided that surgical intervention was my only option. In February 2010, I underwent spinal surgery to implant a Spinal Cord Stimulator. The recovery was long and grueling, not to mention emotionally exhausting.

By that time I had missed about four months of school. In order to graduate with my class, I started home bound education where a teacher came to my house to help me get my work done. With the end of my sophomore year approaching, I decided I should try to return to school. I went back to school for only half days. This was very difficult for me. Getting ready in the morning takes me twice as long as the normal female makeup, doing homework, opening food packages to adapting to a new life without cheerleading, exercise and normalcy. Recently I have been accepted into the Children's Integrative Medicine Program at Children's Hospital in Minneapolis. This is one of two specialty clinics in the world. I am blessed to work with some of the best care providers in the world. Thankfully my prognosis is good. They cannot put a date to when they believe I will recover, however I now know there is a light at the end of my tunnel.

What happened to me could happen to anyone involved in extra-curricular sporting events. High school sports are more competitive than ever. As a result, students and coaches need to be re-educated on how to play it SAFE. It is my goal to educate others on this topic and create awareness of how we can win both on AND off the field. No one should have to here as a living example of just how important sports safey awareness and education is. You could be one match, one cheer, one game, one yard, or one goal away from being in my position.

My hope is if I am chosen as Miss Teen MN International and advance to the Miss Teen International, I can further spread the word of sports safety and awareness across the United States. With Anytime Fitness my corporate sponsor be a partner of your organization, we can reach many more for this important cause!

> Respectfully, Gabby Taylor

OUR DONORS

THE NATIONAL CENTER FOR SPORTS SAFETY, has numerous friends who believe in serving their community through philanthropy. We're deeply grateful to the following individuals, corporations and foundations that have made gifts during the course of the year. Thank you for helping ensure the programs of NCSS have the charitable and community resources needed to sustain our mission, to promote through education and research the importance of injury prevention and safety at all levels of youth sports.

Acton Construction Mr. Doug Acton Mr. Johnny Adams Dr. Robert E. Agee Jr. Alabama Adventure AL Employment Alabama Football Coaches Association Alabama Poultry Association Alabama Power Alabama Power Foundation Alabama Sports Foundation Alabama Sports Hall of Fame Alabama State University Aloft Hotel Alpha Gov. AMS / All Medical Sales Ankeny Vet Clinic Apex Construction Dr. Scott Appell AQ2 Technologies Mr. Mayfield Armstrong Mr. Larry Atchison Automatic Beverage Automatic Door Group B & B Health Mr. Barry Baker Mr. Ryan Baker Mr. Monty Ballard Ballard Advertising Mr. Jeremy Banks Mr. Bob Barrett Mr. Brent Barringer Mr. Brian Bateh Mr. Charles Bates Mr. Tommy Beam Sen. Roger H. Bedford, Jr. Mr. Bobby Belling Mr. Wayne Bentley Mr. Roy Berger Mr. Jon Berry Mr. Jonathan Berryhill Best Buy Big Communications, Inc. Biomet, Inc. Birmingham Business Consultants, LLC Birmingham Marriott Mr. Chris Bledsoe Bledsoe Bracing Blue Ocean Technologies

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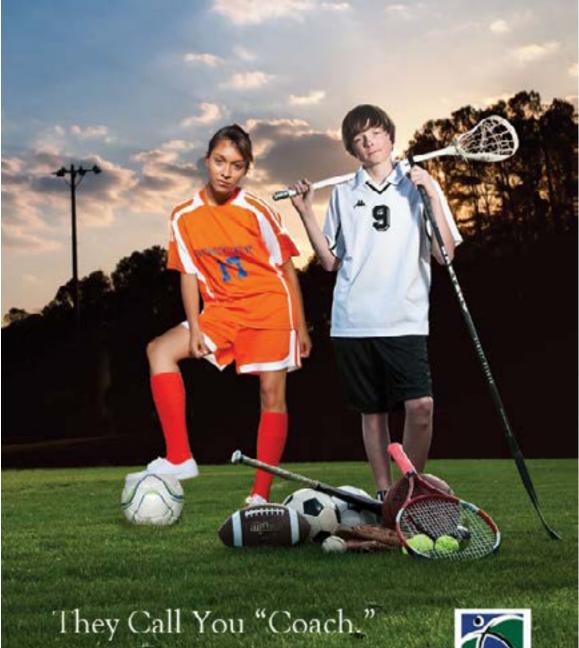
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Their Parents Call You "Accountable."





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