

## Workshop Faculty



Michael J. Cendoma,  
MS, ATC

Spend an informative day with seminar leaders Michael Cendoma and Anthony Surace. Mr. Cendoma, a certified athletic trainer since 1991, founded Sports Medicine Concepts, Inc., in 1995 to advance the care and management of potentially catastrophic injuries in athletics. He has studied extensively in the area of head and neck injuries, emergency response training and applicable tort law.

Mr. Cendoma's vast experience as an ATC provides a well-rounded and practical perspective to emergency response preparation.

His unique approach and perspective is the basis for the **In 2-Minutes or Less!**® educational software that was awarded **First Place** in the **NATA Multi-Media Education Committee's** national competition. In 1992 Mr. Cendoma invented and produced the **FMXtractor**® that has become a standard of care for emergency face mask removal. Mr. Cendoma has authored a number of manuscripts dealing with head and neck injuries, including the course monographs. He is frequently invited by many organizations, including the NATA, EATA, IATA, and NYSATA to speak about head and neck injuries. Presently, Mr. Cendoma is completing his Ph.D. at the University of Rochester where he is investigating curriculum reform and its relationship to professionalism in American culture. Mr. Cendoma brings to this seminar a sincere dedication to preventing athletic injuries and has organized a seminar and faculty that promises to be both an educational and entertaining experience.

Mr. Surace has been a certified athletic trainer since 1996. He earned his BS in Athletic Training from Canisius College in 1996 and his M.Ed. from East Stroudsburg University in 1999. Mr. Surace's research thesis investigated the effects of selected tools on facemask removal time and head motion and was presented as a poster presentation during the 2000 NATA National Convention in Nashville, TN. Mr. Surace served as a clinical ATC in an out-patient rehabilitation department for 8 years before accepting a position as Director of Sports Medicine and Athletic Training Services for a local hospital in Niagara Falls, NY.



Anthony Surace,  
M.Ed., ATC

Mr. Surace has been an integral member of the In 2-minutes or Less!® program since 2001. Presently, Mr. Surace is the Assistant Director at Sports Medicine Concepts, Inc., where his responsibilities include clinical instruction and curriculum development. Mr. Surace brings to this seminar a practical and realistic approach to the care, management, and prevention of potentially catastrophic injuries in athletics.

## GENERAL INFORMATION

To ensure your registration simply complete and submit the registration form with registration fees. You may pay either by check, credit card, or purchase order. Unless prior arrangements are made, payment in full must be received prior to seminar attendance. All credit card payments are conveniently processed through PayPal on our web site at [www.SportsMedicineConcepts.com](http://www.SportsMedicineConcepts.com). Seminar registrations will be confirmed via email, regular mail or verbal confirmation from Sports Medicine Concepts, Inc. Registration includes on-line course materials and CEU transcript. Specific course information, including driving directions, catering, location, room rates, and more is available on-line by clicking on the site location you plan to attend. If you would like, please call to have this information sent via US mail. Student registration is discouraged unless accompanied by a sponsoring ATC or other health care professional. Sponsored students must be seniors in an approved curriculum and eligible for certification. Student registrations will be accepted as space permits. *On-site registration is not suggested as registration numbers are limited.*

**Accreditation:** Sports Medicine Concepts, Inc., is recognized by the Board of Certification, Inc. to offer continuing education for certified athletic trainers. This course offers a total of 14 contact hours. EMTs, PTs, MDs, PAs, RNs, and others may also be eligible for continuing education credit. Please call to ensure you qualify.



**Accommodations:** All hotel and travel information will be included in your confirmation letter. A limited number of rooms are generally available at a reduced rate. Participants should make reservations in advance and mention this seminar to receive our corporate rate.

**Registration:** Program rates vary. Please see registration form for sites offered and corresponding registration fees. Payment options include business or personal check or purchase order. Credit card payments are accepted on-line only. Registration must be received in full prior to attendance unless other arrangements are made in advance. Registration must be received in full prior to receiving CEU reporting information and certification.

**Hours:** *Registration:* 7:30 am—8:00 am  
*AM Session:* 8:00 am—12:00 pm  
*Lunch:* 12:00-1:00  
(on own unless otherwise noted)  
*Practicum:* 1:00 pm—5:00 pm



Sports Medicine Concepts, Inc.  
PO Box 173  
Geneseo, NY 14454  
[www.SportsMedicineConcepts.com](http://www.SportsMedicineConcepts.com)



Setting the  
Standard  
of Care  
Since 1995™

# In 2-Minutes Or Less®

## Management of Potentially Catastrophic Head and Neck Injuries in Athletics®

Our Participants Safely Assess,  
Log Roll, Access the Airway, Begin  
Rescue Breathing, and Administer  
the First Shock from an AED to  
Any Injured Athlete...

*In 2 Minutes or Less!*

# 2 Can You? minutes or less





*"This course was extremely beneficial. I learned so much. The course material was excellent and may someday save someone's life!" -T. Miller*

**In 2-Minutes Or Less®**  
Registration Form

**PURPOSE AND CONCEPT**

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 effectively manage potentially catastrophic injuries in athletics. 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 the 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.**



**OBJECTIVES**

**At the conclusion of this seminar participants will be able to:**

1. Demonstrate the ability to safely assess, log roll, begin rescue breathing for, and administer the first shock from an AED to any critically injured athlete **In 2 Minutes or Less!®**.
2. Express confidence in their ability to **THINK** through ANY situation that may be presented to them.
3. Describe the functional anatomy of the head and neck as it pertains to assessing and managing injuries.
4. Discuss the pathophysiologic cascade instigated by spinal cord injury.
5. Identify the key components of a proper on-field neurological exam.
6. Demonstrate effective immobilization and transfer protocol.
7. Demonstrate proper use of an automated external defibrillator (AED).
8. Recognize key mechanisms of injury and how they relate to type and extent of injury.
9. Discuss the differential diagnosis of other injuries with similar signs and symptoms.
10. Obtain a working knowledge of the head injury assessment strategies presently available.
11. Identify the pros/cons of some of the commonly used equipment and protocols.
12. Formulate and implement an efficient sports medicine team approach.
13. Obtain certification in the In 2-Minutes or Less!® process.

**Now Available in On-line Home Study Format offering 15 CEUs!**

**WHAT YOUR COLLEAGUES ARE SAYING**

- *Every athletic trainer should be required to go through this continuing education course.* — B. Steere
- *I liked the casual atmosphere. I felt comfortable within my group. It was a great program!* — J. Sturtevant
- *A tremendous hands-on approach. Very interesting. Time flew by. I was never bored.* — M. Bloomer

**Seminar Curriculum**

**Day 1: Management of the Potentially Spine Injured Athlete**  
History of spinal cord injuries  
Functional anatomy  
Mechanisms of injury  
Neurophysiology of spinal shock  
The pathophysiologic cascade  
The sports medicine team approach  
SMC, Inc., spine injury assessment flowchart  
Differential signs and symptoms  
Prevention  
LUNCH (On Own)  
**Afternoon Practicum**  
• Psychomotor skill proficiencies  
• Equipment familiarity  
• Football, hockey, lacrosse equipment removal / management  
• Team building  
• Checkouts / Feedback

**Day 2: Management of Mild Brain Injuries in Athletics**  
Functional anatomy  
Mechanisms of injury  
SMC, Inc., Compilation Guideline  
Recognition  
Classification  
Management  
Return to play  
Prevention  
AED principles  
LUNCH (On Own)  
**Afternoon Practicum**

- Assessment guidelines and strategies
- Video analysis
- Scenario / technique work stations
- AED application and use
- Emergency action planning
- In 2-Minutes or Less® Emergency Response Drill



**AED Re-Certification option now available**

**New Dates Added Regularly. Check our web site for up to date schedule.**

\_\_\_\_\_  
Last Name First MI

\_\_\_\_\_  
Occupation and Title  
(List all that apply—ATC, EMT, PT, MD, etc)

How May We Contact You?  
\_\_Home \_\_Work

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Mailing address

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City State Zip

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Phone

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Email address  
\_\_ **Optional AED Re-Certification (\$35)**

- Please check one of the following 2006 locations:
- \_\_ Jackson, MI (JACK): March 3-4 (\$299.99)
  - \_\_ Los Angeles, CA (LAX): March 17-18 (\$299.99)
  - \_\_ Wayne, NJ (WAY): March 31-April 1 (\$299.99)
  - \_\_ Toledo, OH (TOL): April 14-15 (\$299.99)
  - \_\_ Seattle, WA (SEA): April 28-29 (\$299.99)
  - \_\_ Indianapolis, IN (INDY): May 12-13 (\$299.99)
  - \_\_ Baltimore, MD (BAL): May 26-27 (\$299.99)
  - \_\_ Denver, CO (DEN): June 23-24 (\$299.99)

How did you FIRST hear of our program?  
Check one:

- Mail check or PO to:  Direct mail
- Sports Medicine Concepts, Inc.  NATA News
- PO Box 173, Geneseo, NY 14454  WW
- Phone (585)-346-0240  Flyer
- All credit card users must  Colleague
- register on-line at  FMxtractor®
- www.SportsMedicineConcepts.com

Course Cancellations, Refunds, & Guarantee: SMC, Inc., reserves the right to cancel any scheduled program. Refunds will be honored (less \$75 cancellation fee) if received IN WRITING at least 30 days prior to the start of the first day of programming. No other refunds will be granted. Registrants must see seminar leader prior to the end of the seminar for guarantee terms.