

Steven L. Cole, MEd, ATC

Cole Consulting Services, Inc., Williamsburg, Virginia

Cole earned his undergraduate degree from West Virginia University in Morgantown and his master's degree from the University of Virginia. He has more than 40 years of health care and athletic administration experience, with more than 35 years of experience at the collegiate level. Prior to taking over the day-to-day operation of the College of William & Mary's Athletics Department as the Associate Athletic Director in 2008, he led the college's sports medicine program for 26 years as the Director of Sports Medicine. He has also served as the affiliated clinical site coordinator for Riverside Family Medicine Residency in Newport News, Virginia, and as a clinical instructor for the post-professional Athletic Training Program at Old Dominion University in Norfolk, Virginia.

As the principal agent for Cole Consultant Services, Inc., Cole works with numerous athletic programs, medical practices, and industrial corporations. He is approved by the Board of Certification (BOC) as a provider for continuing educational programs for athletic trainers. For more than 35 years, he has conducted workshops on sports medicine topics for high school students, coaches, athletic trainers, physical therapists, EMS personnel and physicians. Notably, he co-developed the SMART (Sideline Management Assessment Response Techniques) workshop for primary care physicians to enhance their sports medicine skills and increase their confidence and competence as sideline physicians at sporting events. Cole has written clinical skills curricula for primary care physicians and published several articles relevant to athletic health care and the administration of health care programs. He is an annual workshop presenter at various meetings for the American Academy of Family Physicians (AAFP) and the American Medical Society for Sports Medicine (AMSSM). In addition, he is one of the authors of a book on the assessment of athletic training practical skills. Cole is also a nationally recognized expert on preparing athletic training students for their national certification boards with the ACES Preparatory workshop, managing athletic injury insurance programs, and teaching on-field injury management skills to primary care physicians. Cole has been coordinated the Performing Arts Sports Medicine program for Busch Entertainment Corporation in Williamsburg, Virginia for nearly 30 years.