

The University of Michigan School of Kinesiology is always on the move!
Here's what we've been up to over the past few months.

UNIVERSITY OF MICHIGAN SCHOOL OF KINESIOLOGY | SPRING/SUMMER 2016

movement

Worth a Thousand Words



In the News

Building a better runner

The Michigan Performance Research Lab (MiPR), led by assistant research scientist Jessica Deneweth Zender, just launched a program that will help runners of all ages and abilities achieve their best.

[Read the Michigan Alumnus article](#)

[Watch the U-M Research video](#)



Investigating stroke risk

Natalie Colabianchi, associate professor of health and fitness, has been awarded a four-year, \$2.5M National Institutes of Health (NIH) grant to identify the racial, social, geographical, and environmental factors associated with stroke risk.

[Read more](#)



Sprucing up Steinbrenner Field

Mark Rosentraub, professor of sport management, says that the Yankees' facilities investment - plus the State of Florida's new hotel tax renovation fund - indicates spring training longevity.

[Read more](#)



Getting social by getting active

Dale Ulrich, professor of movement science, and post-doctoral fellow Leah Ketcheson are helping children with autism spectrum disorder become more physically fit and socially confident.

[Read more](#)



Concussions and the media

Steve Broglio, associate professor of athletic training, sat down with *Esquire* magazine to discuss the media frenzy surrounding concussions, head injuries, and chronic traumatic encephalopathy (CTE).

[Read more](#)



NFL: Master of the Twittersverse?

Rod Fort, professor of sport management (and a prolific tweeter), says that the NFL's new partnership with Twitter points to pro sports' digital future - and potential revenue streams.

[Read more](#)

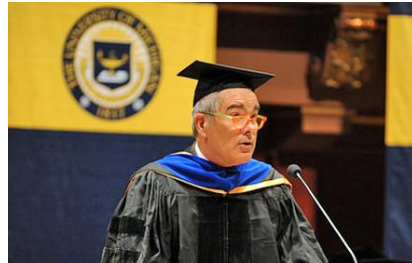


Alumni Spotlight

Zelaznik gives Kinesiology Commencement address

Alumnus Howard Zelaznik (MS '75), professor of health and kinesiology and associate vice president for research at Purdue University, had wise words for our graduates at the April commencement ceremony.

[View Commencement photos](#)



What have **YOU** been up to? Send us an update and you might be featured in our next Alumni Spotlight!

[SUBMIT A CLASS NOTE](#)

Student Voices

Jeff Gordon visits SBA

The Sport Business Association (SBA) hosted NASCAR legend Jeff Gordon during his visit to U-M in March. SBA president and sport management student Jordan Gertzman interviewed Gordon before a full house.



AKA honors Kines grad students

Graduate students Andy Pitchford and Sarah Kessler have been named the American Kinesiology Association (AKA) National Doctoral Scholar and an American Kinesiology Association Master's Scholar, respectively, for 2016.

[Read more](#)



Students study Nike partnership

Kathy Babiak, associate professor of sport management, was featured in a recent *SportsBusiness Journal* op-ed by Keith Harrison (University of Central Florida). The two professors and their classes will team up to investigate the economic impact of U-M choosing Nike's Jordan Brand for its football apparel.

[Read more](#)



IONM goes to ASNM

Eight of our IONM seniors attended the American Society of Neurophysiological Monitoring (ASNM) annual meeting in Chicago in May. They spent the weekend networking with future employers and attending lectures given by internationally renowned field experts on a variety of topics.



Save the Dates

Wolverines in the D

On **Friday, August 19**, join us for the Tigers vs. Red Sox game and post-game fireworks (weather permitting). This special ticket package includes:

- Lower Baseline Box, Upper Box Infield, or Upper Reserved ticket
- Exclusive Detroit Tigers/University of Michigan hat (pictured)
- \$5 donation to the Pat Maloy Scholarship Fund



Purchase tickets at tigers.com/um.

For groups of 15 or more, please contact Greg Savage at Greg.Savage@tigers.com.

Homecoming

Join us for the Kinesiology Alumni-Student Mixer and Alumni Achievement Awards Banquet on **Friday, October 21**. The homecoming game against Illinois is on Saturday, October 22, at 3:30pm.

Invitation to follow.



Kinesiology & MSBC Tailgate

We've joined forces with the student-run Michigan Sport Business Conference (MSBC) to bring you an epic tailgate before the Maryland game on **Saturday, November 5**.

Invitation to follow.



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VICTORS FOR MICHIGAN
KINESIOLOGY MOVES THE WORLD

OUR PRIORITIES:
Student support • Engaged learning
Facilities for bold ideas

OUR VISION:
Raise \$27.5 million to transform Michigan Kinesiology, helping to **prepare the next generation of leaders** in Kinesiology and Sport Management to **make a positive influence** on the world.

GIVE NOW

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