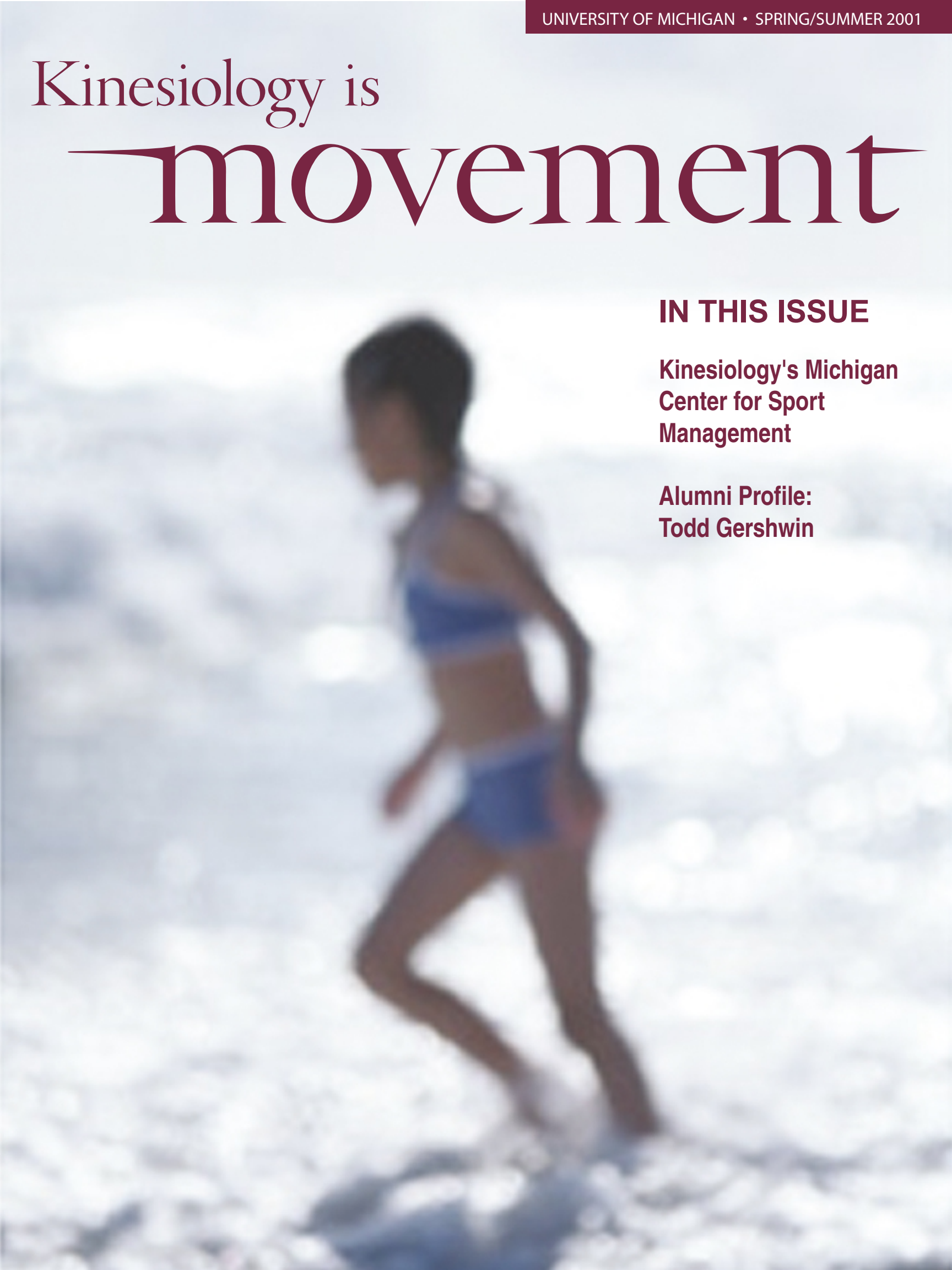


Kinesiology is movement

IN THIS ISSUE

Kinesiology's Michigan
Center for Sport
Management

Alumni Profile:
Todd Gershwin



move

Energy, progress, positive change. In all of its definitions, the word movement describes the dynamic state of kinesiology today. Movement encompasses the scientific study of human motion, the importance of activity on growth and development, the role of sport in society, the exploration of new directions, and emerging trends. —movement brings you research findings and thoughtful insights on developments in kinesiology, as well as continuing updates on faculty, students, and your fellow alumni.

▶ *Dr. Richard Wolfe, director of the Michigan Center for Sport Management (See p. 2)*



▲ *Dr. Dan Ferris, new faculty member in Movement Science (See p. 13.)*

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▲ *l to r: Assistant Professor Pat Von Volkinburg with alumni Judith Renfrew Hart, Patty Donahue-Ebach, Connie Atia-Ahrens, and Bill Canning (See p. 14.)*

Save the Date!

Kinesiology Alumni Reunion
Friday, September 21, 2001
6:00 p.m.
UM Alumni Center (Founders Room)
Call (734) 615-4272 for information

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ment

The feature article in this issue of *Movement* is on our newest research center—the Michigan Center for Sport Management. This represents another step in our ongoing efforts to expand research activities in Kinesiology. The study of sport management has changed dramatically since it was added to the Kinesiology curriculum in 1985, and this center is our attempt to respond to those changes. The Center will provide a base from which sport management faculty can become involved in collaborative research endeavors related to the sport industry, as well as give our students more “real world” experience and information.



In the way of transitions, two long-time members of the Kinesiology family retired last year. Professor Merle Foss retired at the end of winter term 2000. Pat Materka, former director of development and alumni relations, retired in March and now splits her time between homes in California and Michigan. We are grateful that she is still contributing to *Movement* (she authored the alumni profile of Todd Gershwin on p. 6) and keeps in touch with faculty and staff. We are happy to report that both retirees are enjoying their post-UM days and wish them all the best.

We welcome Dr. Dan Ferris as a new assistant professor of movement science. Ferris comes to us from a post-doctoral position at the University of Washington. He will be setting up the human neuromechanics laboratory in newly created research space in our building and will be a member of our Center for Human Motor Research. (Read more about Foss, Materka, and Ferris on p. 13.)

Our undergraduate students elected to the Kinesiology Student Government (see p. 9) have had an incredibly active year. They organized numerous academic and social programs and made connections with other student groups across campus. Their energy has paid off, with more students than ever volunteering for leadership roles on the board. The entire Kinesiology community benefits from their outreach efforts and we are grateful for their commitment to service.

As you can see, Kinesiology continues to be an exciting, vibrant, learning environment. We hope you will be as enthusiastic as we are about our new endeavors and members. Enjoy *Movement*!

Warm regards,

Beverly D. Ulrich
Dean, Kinesiology
University of Michigan



Michigan Center for Sport Management

This year, the Division of Kinesiology is launching its newest research center—the Michigan Center for Sport Management—directed by Associate Professor Richard Wolfe. The Center is a collaborative entity established to study and contribute to the effective functioning of organizations in the sport industry, which is currently the eleventh largest industry in the United States, generating in excess of \$200 billion per year.

Sport management is certainly not new to Kinesiology. The program was created in 1985, shortly after the Division of Kinesiology became an independent unit. The Sports Management and Communication (SMC) program was designed to meet the need for qualified professionals to work in the sport industry (i.e., amateur and professional teams, equipment and sportswear/apparel manufacturers, agents and event managers, media, sponsors, and advertisers). SMC academic programs offer courses in marketing, media, management, strategy,

and law, all of which focus on the sport industry.

Sport is a phenomenon that has grown dramatically over the past fifteen years. Sports stars such as Mark McGuire, Wayne Gretzky, Michael Jordan, Tiger Woods, and Venus and Serena Williams transcend sport, having become media personalities with the potential to earn hundreds of millions of dollars. The University of Michigan, with its excellent academics and its history of success in sport, is an ideal setting for sport management research and academic programs.

Along with the growth in the sport industry, there has been a concurrent growth in the number of people working within it. This is clearly an expanding employment market for SMC graduates and for the workshops, seminars, and trainings to be offered by the new Center.

In addition, this dynamic industry offers excellent opportunities for research. Dean Beverly Ulrich sees a growing need for research that links rigorous scholarship to the sport

industry: “Our faculty needs to join forces with executives in the sport industry. These relationships will be of mutual benefit to the industry and the Division. Our students will be better prepared to join that work force. We want to be the Center people turn to for guidance and support in solving sport management and marketing problems.”

The goal of the Michigan Center for Sport Management is to be the pre-eminent center for research of organizations in the sport industry and, in turn, the dissemination of state-of-the-art knowledge concerning the practice of sport management. This will be accomplished in three ways: (1) by attracting high quality, cross disciplinary teams to collaborate on sport management research; (2) by supporting academic and professional enrichment through seminars, executive education, lectures, and conferences; and (3) by supporting the undergraduate and graduate sport management programs with experiential education through on-site team projects and internships.

THE CENTER: High Quality, Cross Disciplinary Teams

The core faculty for the Center is Associate Professors Pat Maloy, David Moore, Bruce Watkins, and Richard Wolfe, and Assistant Professor C. Keith Harrison. These individuals are excited about the prospect of working together, and the potential for rigorous and relevant research. Faculty at other University of Michigan units (such as the Departments of Psychology and Sociology, the Business School, and the Institute for Social Research) have been, and will continue to be, involved in collaborative research initiatives.

PAT MALOY

Pat Maloy, a lawyer by training, was one of the first faculty members hired in SMC. He holds a B.A. in history, a J.D., and an M.S.A. in sport administration, and came to UM in 1986. He has several areas of interest, including the legal aspects of sport; the management and operations of stadiums, arenas, and recreational facilities; and risk management. Maloy has written two books on the legal aspects of sport, and one on risk management and operations. The latter covers hiring staff, establishing good communication throughout a facility, and general operations. His co-author on the text *No Excuses Risk Management* was his professor at Ohio University, Charles Higgins. They conduct seminars and training sessions for managers of arenas, stadiums, and recreation centers.

According to Maloy, when he started at UM, “the emphasis of sport management was on what leagues and teams were doing. Our students went to work in team front offices. Now their career path is into other segments of the private sector.” This includes sports equipment and apparel manufacturers, advertisers, sponsors, and the



Associate Professor Pat Maloy

media. Another change has been that professional teams no longer rely primarily on ticket sales for revenues. Teams are looking to revenues from sales of clothing, team paraphernalia, and media rights. For Maloy, the new Center will be a setting where these changes can be studied with an eye to improving the quality of the fan experience and the sport industry in general.

As an expert on facility management, Maloy also sees the Center's value to the sport industry, since it will address the business aspects of running a sport organization. Athletic departments and teams are not renowned for their business expertise. They tend to focus on raising revenues, rather than cutting costs. Many administrators are former athletes and coaches who do not have management skills. Therefore, one of the valuable services to be provided by the Center will be training and professional development for sport administrators.

DAVID MOORE

David Moore, who holds an M.B.A. and a Ph.D. in marketing and international business, joined the faculty in Kinesiology in 1991. Moore was recruited from the UM Business School for his expertise in marketing and advertising research. He draws on social psychology, memory, and cognition theories to conduct research that assesses the efficacy of advertising in the sport industry.

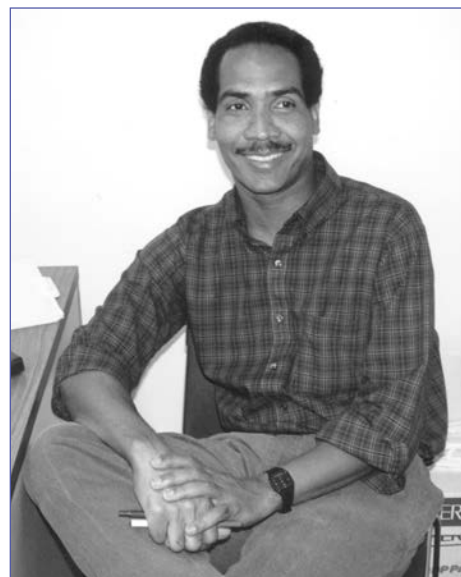
From the perspective of those in

the sport industry, sporting events are viewed as opportunities to influence fans (those in attendance and those following via the media—television, radio, and the Internet) by exposing them to a company's products and services. Because of the significant cost of advertising at sporting events, advertisers want to know the net impact of their marketing dollars. They ask the question, “What is the return on my investment?”

Moore's research answers this question. In a current study, subjects (usually UM undergraduate students), watch a twenty-minute to one-half hour tape of a sporting event. The event could be auto racing, soccer, or football. Within that broadcast, Moore has imbedded target advertisements. At the end of the viewing session, the subjects are given a questionnaire. They are asked about their attitudes (emotional and non-emotional) toward the ads, what the core messages are, what the messages meant to them, name and brand recognition, and their purchase intentions.

This is clearly research that has tremendous value to the business community. Moore sees the Michigan Center for Sport Management as providing him with additional opportunities to study the impact of media advertising on sports consumers.

Associate Professor David Moore



C. KEITH HARRISON

Keith Harrison's research focuses on perceptions and images of athletes in the media, occupational identities of student-athletes in revenue sports (such as football and basketball), and leadership and diversity in sport. He holds a B.S. and M.A. in physical education, and an Ed.D. in higher and postsecondary education. He joined the faculty in 1997 and named his laboratory, in which he studies race and gender in sport, the Paul Robeson Research Center for Academic and Athletic Prowess. According to Harrison, Robeson is the example *extraordinaire* of the well-rounded individual—a great athlete, accomplished scholar, and talented actor.

Harrison teaches a graduate course on leadership and diversity in sport. The goal of the course is for students to develop the skills needed to become effective leaders in sport organizations that, in today's environment, acknowledge, value, and incorporate diversity. Harrison has also conducted research on executives from underrepresented populations. He is currently working on a paper which is related to linking diversity efforts in sport (i.e., Title IX efforts to create gender equity in intercollegiate athletics; efforts in Major League Baseball and the National Football League to increase the numbers of African-

Assistant Professor C. Keith Harrison



American managers, coaches, and executives; and the emergence of African-American quarterbacks) to diversity efforts in other for-profit and not-for-profit fields.

To be successful in the world of sport today, challenges related to diversity and leadership must be met, therefore, Harrison's expertise in these areas will be very valuable in the Center's research and knowledge dissemination efforts.

BRUCE WATKINS

Bruce Watkins is a developmental psychologist by training who teaches about sports and the media. His communication-related research focuses on the development of national and international telecommunications policies, especially as they are related to sport content. As a developmental psychologist, he also studies how sport and athletic performance change with age. Watkins joined the faculty in 1988, and holds a B.A. in psychology and sociology, an M.A. in experimental psychology, and a Ph.D. in developmental psychology.

Watkins spent a sabbatical last year in Malaysia and became interested in how developing countries set telecommunications policy. Media in such countries are quite different from the media in the United States. Knowledge of global differences is important as many sports attempt to become more international. Sport then has the possibility of providing a common denominator, on the one hand, though sensitivity to national differences is necessary, on the other.

Watkins sees different levels of media interest in sport—from an obsession-like following of the major leagues and tours—to relatively little focus on other sports, particularly at the local level. He suggests that interest in professional sports may have peaked, for a variety of reasons, and that people are becoming more interested in the participatory sports in their lives. If that is the case, the new Center



Associate Professor Bruce Watkins

can provide expertise to organizations throughout the sport spectrum, from community to intercollegiate to professional levels of sport, on media strategies to enhance interest in sport.

RICHARD WOLFE

Richard Wolfe joined the Division in 2000 and, like David Moore, brought a business perspective to the SMC program. Wolfe holds two masters' degrees (in physical education and business administration) and a Ph.D. in organizational theory from the UM Business School. He believes that studying sport provides excellent opportunities for interdisciplinary research: "I am truly amazed by the number of scholars in other domains, such as business, economics, psychology, sociology who are fascinated by and want to study sport in order to better understand their areas of interest, be they leadership, strategy, marketing, motivation, or diversity. Such fascination and interest provides unlimited opportunities to build collaborative teaching and research bridges with other units at UM and other universities."

Wolfe has three primary areas of research. These focus on the determinants of individuals' perceptions of intercollegiate athletic programs, the attributes of athletic programs that contribute to sustained success, and the images that are projected by sponsored sport properties.

Wolfe has identified four key elements of intercollegiate athletic programs that lead to positive or negative perceptions: how a program's teams do on the field of play, the graduation rates of student athletes, how a program does financially, and program ethics. Public perceptions of intercollegiate athletics are important, as they can influence student applications, alumni giving, and the general climate on a university campus.

Wolfe has extended his work on perceptions of intercollegiate athletics into two related directions. One addresses sport sponsorship and the extent to which sponsoring corporations are projecting the desired image. In the second, he uses his four factors to define success in intercollegiate athletics and develops a model that explains how such success can be achieved.

THE CENTER: Supporting Academic and Professional Enrichment

Funding was received last fall from several UM sources (the Interdisciplinary Committee on Organizational Studies, the Office of the Vice President for Research, and the Division of Kinesiology) for the first Center event—a two-day workshop on the topic “Sport and Organizational Studies: Exploring Synergy.” (See www.si.umich.edu/ICOS/Presentations/sport/ for a description.) Held in November at the UM Business School's Executive Education Center, workshop participants investigated how studying the phenomena of leadership, franchising, diversity, and organizational reputation within sport can contribute to our understanding of various types of organizations. Leading academics

in sport management and business from around the United States and Canada were invited to attend the conference. The workshop was an enormous success.

Plans are underway for a second conference—“Sport Management: Benchmarking Excellence”—to be held in the fall of 2001. Workshop attendees will be a select group of high-level executives within the sport industry. Topics to be addressed will include the phenomena of corporate reputation, leadership, franchising, and the creation of strategic advantage. The workshop will afford participating executives opportunities to share how



l to r: Richard Wolfe, Division of Kinesiology, UM; Jay Anand, Business School, UM; Barry Staw, Haas School of Business, The University of California; Janet Dukerich, McCombs School of Business, The University of Texas; Caroline Bartel, Stern School of Business, New York University; Deborah Crown, College of Business, University of Alabama; Carole Barr, Sport Management, The University of Massachusetts; John Usher, Faculty of Business, Memorial University; and Jim Terborg, Lindquist College of Business, The University of Oregon.

they deal with these phenomena and to hear the perspectives of leading sport management scholars.

THE CENTER: Promoting the Undergraduate and Graduate Sport Management Programs

Just as the sport industry has changed dramatically in recent years, so too has what employers want in sport management graduates and, therefore, what graduates need to succeed. We have designed our sport management

programs in a manner so that our graduates will thrive in this very competitive industry. Helping our students understand the sport business and how to master it, however, aren't the results of course work alone—partnerships with sport organizations are important elements of our programs.

While our programs have strong theoretical bases, they also have a strong pragmatic orientation. An important element of what we do involves student teams working on actual challenges being faced by sport organizations. It is important, therefore, for us to develop close ties with

corporations and organizations in the sport industry. The very nature of the Center's initiatives will result in developing synergistic relationships with corporations in the sport industry. Such relationships will, in turn, contribute to our sport management programs by facilitating the establishment of experiential education through on-site internships and team projects. As an example of the latter, this past fall the first cohort of our revised Sport Management Master's Program worked on a project presented to them by International Management Group

(IMG), the largest sport management organization in North America.

MOVING ON

The faculty members in the Michigan Center for Sport Management are enthusiastic about working in the dynamic area of sport management and becoming the pre-eminent center for research on organizations in the sport industry. We will keep you updated on their progress in future issues of *Movement*.

— Robin Adelson Little

It's 7 p.m. and Todd Gershwin is still at work. Or is it play? There's no distinction when you are doing what you love. He knows how rare and lucky this is.

At age twenty-six, the 1997 SMC graduate has already found his dream job. He is assistant athletic director for marketing at St. John's University in New York City. St. John's Red Storm is well known in basketball circles, having finished last season 25-8, 12-4 in the Big East, and winning the 1999-2000 Big East Championship.

Todd is not responsible for the winning scores or the team's No. 18 ranking in last season's ESPN coaches' poll. But he has quintupled the number of students attending the games since he arrived three years ago. All that extra volume in the student cheering section certainly accounts for a few baskets.

April, Todd averages ten-hour days and sixty- to seventy-hour workweeks. "I'd like to go back to school and earn an M.B.A.," he concedes cheerfully, "but at this point, I'm learning so much here I can't justify taking the time. Every day is a new experience."

It's not the type of career one might have predicted for the grand-nephew of two of America's most revered composers, George and Ira Gershwin. Yet Todd shares with his forebears the privilege of working in his passion. And, in fact, he sees numerous similarities between the worlds of show business and sports. "Both are live entertainment," he points out. "The difference is that a Broadway musical follows a script. In basketball or football, you don't know how it's going to turn out until the game is over."

Todd's grandfather, Arthur

interests. They enrolled him at Fieldston, a private school with a spacious outdoor campus where he excelled in academics and played on the soccer team. Foreshadowing his eventual career, Todd and a friend resurrected a club aimed at building school spirit. They mounted a successful campaign to raise attendance at all school sports meets. He was also active in volunteer work, serving meals at a homeless shelter and coaching inner city youth at the YMCA.

Enrolling only about 120 students per grade, Fieldston provided a close-knit academic community for Todd from pre-school through 12th grade. As he began looking at colleges, however, he was ready for the opposite kind of experience.

"I wanted a change of atmosphere, so that eliminated small, private, and urban. I wanted a big,

Alumni Profile: Todd Gershwin '97

"When I came here in 1998, one of the first things I noticed was the low student attendance. St. John's is famous for basketball," Todd said. "It's an exciting sport! Why weren't the students going to the games?" He sat down with the leaders of various campus organizations and found out two of the main barriers were cost and transportation. The team plays in Madison Square Garden.

So he created themes and slogans, developed an advertising campaign, and printed up posters and flyers. He arranged for free buses and lower-priced student tickets at \$8. For less than the cost of a Manhattan movie, students could cheer their team.

Building attendance for all sports ranks high on an agenda that also includes developing and producing all marketing materials, coordinating licensing activities, managing media campaigns, and servicing corporate sponsors. From September through

(George and Ira's brother), was also a successful composer, and Todd's father oversees and administers the use of all of the family's copyrighted works. Todd's earliest memories involve watching the theatrical productions of such Gershwin hits as "Crazy for You," "My One and Only," and the classic opera "Porgy and Bess." He remembers "sitting in the audience, propped up by somebody's overcoat, fighting to stay awake, because it would be way past my bedtime."

He loved every minute of it, but never became stage-struck. His parents' Manhattan apartment overlooked Central Park, and "that was my playground. That's where we went and played sports."

"Sports were always my calling. I spent most of my time playing them, watching them, reading and thinking about them—even my least favorite sport would captivate me."

His parents encouraged his

traditional campus somewhere in the Midwest." He was admitted to several and narrowed the field to Northwestern and Michigan. He visited the campuses back-to-back, but Ann Arbor won his heart. "This was where I wanted to be."

Ironically, he had never heard of Kinesiology. Scanning the U-M admission form, he suddenly spotted the words "sports marketing." "A light bulb flashed. I never even knew this field existed!"

"Tom George taught the introductory course my first semester. I was 99.9 percent sure that Kinesiology was the right place for me when I began, and he made me 110 percent sure. I took coaching psychology the second semester of my senior year, so you might say my Kinesiology experience began and ended with Tom George.

"Other faculty were also a positive influence—particularly Anne Garcia, Pat Maloy, and Bruce Watkins.

It amazed me that they were so accessible. Kinesiology faculty always have their doors open. They even give you their home phone number! None of my friends in LS&A had this experience."

Todd made an impression on the faculty as well. "He's very bright and engaging, always ready to stretch his mind and embrace new ways to think about sport, and especially its relationships with the mass media," Bruce Watkins recalls. "I recruited him to work on an independent study with me, and he did a wonderful literature search on the growth of international satellite delivery of sport content. I'm not surprised he's been so successful. He is certainly the kind of student who is fun and rewarding to teach and work with."

Academic counselor Carol Overley remembers how Todd sought out and landed an internship with the Detroit Tigers Community Relations Office. There, he developed marketing plans to promote the baseball team's outreach to children, and initiated a behind-the-scenes tour of Tiger Stadium just before it was demolished.

He also coordinated the 100% Participation Program, in which every Tiger player and coach works with a charitable organization in metropolitan Detroit. Accompanying the players as they spoke at an elementary school or recorded a public service announcement on television reinforced lessons he learned in his own work with inner city youth. "Community outreach is a responsibility," he believes. "Sports are more than entertainment and selling tickets. A high profile athlete can turn people's lives around."

Todd says he was "fortunate to have begun the internship during a time of transition; several staff were leaving, so I was given responsibilities that might otherwise not have been offered." Fortunate to work fourteen-hour days with zero pay through the hot, humid Detroit summer! And what

about a social life? "In all of my jobs so far," he says, "the people I work with are a big part of my social life."

While still in Kinesiology, Todd also learned the value of networking. An email correspondence with Seth Ader, '94, brought about his first job offer after graduation with a newly formed company called TearDrop Golf.

His title was marketing and public relations manager, but the job was sales. Pitching an unknown



Todd Gershin

product to TV producers and magazine editors was "difficult, frustrating, and a great learning experience."

"I learned to be very aggressive," he relates. "If you call a friend twice and they don't call back, you get the message. But in marketing, you keep phoning and faxing. You never take rejection personally. You've got to use setbacks to make you stronger."

Todd's persistence paid off with a 10-minute interview for TearDrop's president on CNN. The same year, he developed a corporate sponsorship program for the TearDrop Professional Golf Tour and oversaw national print and television media buys.

TearDrop grew so rapidly that its owners decided to relocate to Chicago. Todd elected to stay in New York, where ironically his next job sent him

all over the northeast. "Host Communications sponsors three-on-three Hoop-It-Up basketball tournaments—big weekend events in over 60 locations, involving some 1,500 recreational teams of all ages."

As an assistant events director, Todd secured media partnerships with local TV and radio stations in cities from Long Island to Norfolk. He worked with a minimal budget and learned how to train over two hundred volunteers within twenty minutes. Once again, he increased team participation and produced record attendance.

He was in the right place in 1998 when one of Host Communications' collegiate affiliates, St. John's University, posted an opening in its athletics department. Here, Todd draws upon all his skills and experience in sports marketing, from developing new corporate partnerships to managing ticket sales.

"My goals are, first: continue to increase attendance—not just for basketball but for all twenty-one men's and women's sports. And second, once the fans are here, make sure they have fun."

A third priority is community outreach. Under his auspices, St. John's donates tickets to inner-city youth organizations, supplies charities with tickets and memorabilia for fundraising, and sponsors free youth instructional clinics.

"Giving back" is also a personal commitment. "Todd will talk to any student who contacts him for advice on internships or job leads, or just general support and encouragement," Carol Overley says.

Todd urges students "get involved! There are incredible resources in Kinesiology: the faculty, the alumni, and your fellow students. Don't let four years pass without taking advantage of all of it!"

— Pat Materka

KINESIOLOGY STUDENT GOVERNMENT

There is a new attitude among Kinesiology students this year. There is a new sense of community, dedication to excellence, and pride circulating through the halls of the Kinesiology Building and the CCRB. This year, more so than any other year in the past, the Kinesiology Student Government is taking an active role in the lives of the students it represents. With the

student government tackled was creating a bulletin board, a form of local advertisement to the students about what student government represents. Funding of Kinesiology's newest student organizations, such as the Sports Business Association and the Physical Education Organization, also aided the student government in gaining local respect. The next step was to gain equal ground with similar organizations on campus by becoming more of a

their benefit. The 2000-2001 academic year started out with a sponsored study-break "mixer." A social break with refreshments, so that students could mingle between classes, offered a convenient way for the Kinesiology Student Government to put their name on the map. The student government followed up the mixer by sponsoring former National Baseball League umpire, Dave Pallone, as a keynote speaker on diversity within athletics.

In addition to these activities, Kinesiology Student Government also made a much-needed modernization to the only site on campus still using computers from the previous millennium! Two new Dell computers were purchased for the Stan Kemp student lounge, along with a new desk, so now students can conveniently check their email between classes. The Kinesiology Student Government rounded out a successful Fall Term with a final exam mixer, allowing students to take a small break from their hectic

end-of-the-semester schedules.

Our organization's productivity increased in the Winter Term. During the second week of classes, Kinesiology Student Government sponsored a successful "speak-out" for Martin Luther King Day. Student government leaders showed a short video on diversity, which they prepared by interviewing individual students about racism and adversity. Following the video, students shared their opinions in a supportive environment. With diversity being the subject of discussion, the speak-out sparked further interest in continuing awareness education among the students and the faculty. Kinesiology Student Govern-



back row l to r: Paul Isaac, Nicole Proulx, Kelly Vaughn, Sarah North, Toby Scott, Marcius Brock.
From row l to r: Shaunetta Smith, Kristine Smith, Bakara Lewis, Stacy Lerchenfeld, Jessica Imbordino.
Missing: Jill Caputo and Robyn Katz

recent strong and productive presence of the student government, Kinesiology, the youngest academic division of the University of Michigan, is beginning to form its own prestigious identity and gain the acknowledgment of its older counterparts.

With Kinesiology being such a recent, independent, unit at UM, many of the extracurricular aspects of the division had remained underdeveloped. The Kinesiology Student Government found this to be the primary challenge it had to face this school year. To evolve the status of the government, advertisement and recognition throughout the University's community was vital. The very first project the

presence within the entire university population. A website will soon be established, and a full page within the *Michiganensian* yearbook will be devoted to the Kinesiology Student Government. Furthermore, Kinesiology representatives have been appointed by KSG to the Michigan Student Assembly, as well as the Office of Conflict and Student Resolution.

This year's Kinesiology Student Government has taken an active role in improving the Division of Kinesiology, as well as improving the learning environment. During the fall semester, the student government focused most on gaining recognition by the student body as an organization to be used for

ment hopes to be able to sponsor more keynote speakers.

A third and fourth mixer for Kinesiology students were held in February and in April, just in time to provide a break during the mid-term and finals crunch. Sales of Division of Kinesiology T-shirts and windshield stickers are two more projects currently in the works. Other ideas that are being considered include a Kinesiology-wide recreation night, a mentorship program to socially and academically link freshmen with upper-classmen, the sponsorship of appreciation gifts for this year's faculty, and a senior class gift.

The organization is also playing an active role in the planning of the renovation of the Central Campus Recreation Building. Several equipment improvements and procedural changes are proposed for the building, affecting the everyday life of Kinesiology students.

The twelve students on the KSG board cite fairly similar reasons for their participation. SMC senior and president Kelly Vaughn stated, "I ran for president because I saw Kinesiology Student Government's potential, and had countless ideas and aspirations for our group. I wanted our Division to have proper student representation, a place for faculty to communicate with students effectively, and also be able to improve every facet of Kinesiology for its students."

Vice president and senior Shaunetta Smith believes that KSG allows students to have a positive impact on the Division and its academic program. "I am very happy with the increased involvement among the students and the student government this year."

Faculty and staff, as well, are satisfied with the presence of KSG this year. Marcius Brock, KSG's advisor, agrees, stating, "I am quite impressed with the initiatives of our KSG this academic year in fostering student

involvement, programmatic outreach, and cultivating a sense of diversity within our Divisional community."

In less than one year, Kinesiology Student Government has clearly had a major impact on faculty, staff, and students. Everyone hopes that the excitement and promise around Kinesiology Student Government continues to grow.

— Nicole Proulx

KUDOS TO THESE STUDENTS

Daniela Deman is the 2001 recipient of the Paul A. Hunsicker Memorial Award that recognizes student with superior scholarship, professional zeal, and promise.

Gerry E. Conti, Dr. Susan Brown, and Dr. Edward Hurvitz presented on "Task Dependent Changes in Upper Limb Motor Performance Following Botulinum Toxin Injection" at the Forum of European Neuroscience 2000 in Brighton, England in June.

Bob Gregory and Brown presented on "Rhythmic Reaching Movements in Elderly and Parkinson's Disease Subject" at the Society for Neuroscience meeting in New Orleans in November.

Victoria Haehl and **Alyssa Schultz** were recipients of Blue Cross Blue Shield of Michigan Foundation student research grants for 2000-2001. This competitive award is open to medical and doctoral students at Michigan universities and supports student research designed to improve health care in Michigan. Haehl's award is for her dissertation research project "The Fundamental Processes Involved in Hippotherapy: Motor Re-Education for Children with Cerebral Palsy." Schultz's research project addresses the question of whether or not a corporate health promotion program is successful in effecting health risk change in a retired manufacturing population under age sixty-five. Haehl also won

a research award from the North American Society for Psychology of Sport and Physical Activity. Along with co-authors Vassilios Vardaxis and Beverly Ulrich, she published "Learning to Cruise: Bernstein's Theory Applied to Skill Acquisition During Infancy" in *Human Movement Science* 19, 685-715.

Kathy Hinderer received a grant from the Del Harder Rehabilitation Fund for "Application of the Interactive Model of Enablement versus Disablement to Crouch Standing: The Importance of Comparing System Constraints and Task Requirements to Determine Task-Specific Costs."

Tal Liberzon has been selected to participate in the Rackham-Center for Research on Learning and Teaching



Tal Liberzon

seminar on college teaching. She will join forty-four other future faculty at this event in May. Liberzon and Dr. Susan Brown presented on "Spatio-Temporal Variability During Rhythmic Multi-Joint Arm Movements" at the Society for Neuroscience meeting in New Orleans in November.

Teerin Meckmongkol and Dr. Melissa Gross presented on "Biomechanics of Ballet Arm Movements: How Does Expression Affect Gesture Kinematics?" at the Third International Gesture Workshop in London, England from April 18-20.

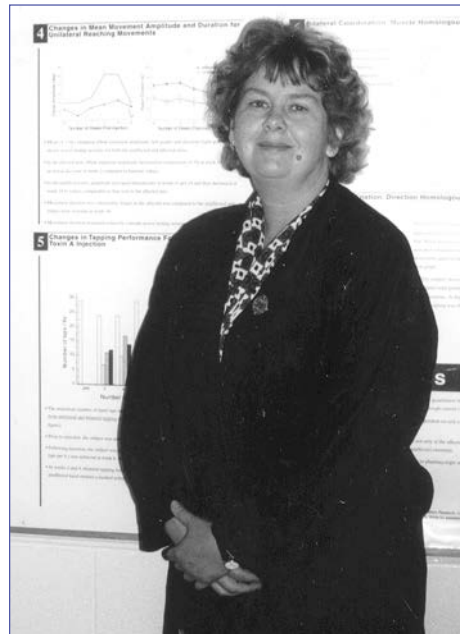
Professor Katarina Borer will present a paper on “Increased Plasma Fibrinogen and Decreased Plasminogen Activator Inhibitor-1 (PAI-1) After Fifteen Weeks of Training in Postmenopausal Women” at the American College of Sports Medicine meeting that will be held in Baltimore in May. This paper was done in collaboration with Dr. William Fay in the Division of Cardiology at the UM Medical School. Borer and doctoral student Elizabeth Wuorinen will present on “Inverse Changes in Plasma Growth Hormone (GH) and Leptin Concentration in Postmenopausal Women Are Not Related to Fat Loss or Exercise Intensity” at the Endocrine Society Meeting that will be held in Denver in June. At that meeting, Borer will also present on “Stimulating Effects of Training Intensity on Nocturnal Melatonin Levels in Postmenopausal Women.” This research was done in collaboration with Dr. Maryfran Sowers (School of Public Health), Dr. Josephine Kasabubu (Department of Pediatrics), and Dr. Greg Christman (Department of Obstetrics and Gynecology).

Assistant Professor Paul Borsa has received funding for two grants: “In Vivo Characterization of Glenohumeral Kinematics in Clinically Unstable Shoulders Before and After Surgical Repair” (funded by Rackham Graduate School and the UM Office of the Vice President for Research) and “In Vivo Characterization of Glenohumeral Kinematics in Healthy and Pathologic Shoulders” (funded by the UM Office of the Vice President for Research). In addition, he has received support from the Kinesiology Entrepreneurial Fund to develop an “Instrumented Shoulder Arthrometer Prototype for Quantifying Shoulder Laxity.” Borsa has four recent publications: “Instrumented Measurement of Glenohumeral Joint Laxity: Reliable and Normative Data,” with E. L. Sauers and D. E. Herling in *Knee Surgery Sports Traumatological*

Arthroscopy 9(1), “Instrumented Measurement of Glenohumeral Joint Laxity and its Relationship to Passive Range of Motion and Generalized Joint Laxity,” with E. L. Sauers, D. E. Herling, and R. D. Stanley in *American Journal of Sports Medicine*, 29(2): 2001; “Patterns of Glenohumeral Joint Laxity and Stiffness in Healthy Males and Females,” with E. L. Sauers and D. E. Herling in *Medical Science Sport Exercise*, 32(10): 1685-1690, 2000; and “The Importance of Gender on Myokinetic Deficits Before and After Micro-Injury” with E. L. Sauers in *Medical Science Sport Exercise*, 32(5): 891-896, 2000.

Associate Professor Susan Brown has been selected as an Arthur F. Thurnau Professor, one of the University of Michigan’s most prestigious awards, which recognizes outstanding contributions of tenured faculty to undergraduate education. Brown was chosen because of the positive impact she has had on the intellectual development and lives of Kinesiology students. She is also the first professor in Kinesiology to receive this award and will hold the title for the years 2001-2004. Brown received a three-year grant from the National Institute on Disability Research and Rehabilitation to exam-

Dr. Susan Brown



ine the effects of repetitive intensive training on upper limb function in children with spasticity. She is co-principal investigator with Dr. Edward Hurvitz in the UM Department of Physical Medicine and Rehabilitation. This past summer, Brown presented at the International Parkinson’s Disease Conference in Barcelona, Spain, and the European Neuroscience meeting in Brighton, England.

Professor Dee Edington was an invited keynote speaker at three conferences on health promotion and health management in Shenzhen and Chengdu, China, in March and October. Edington, Louis Yen, and Kuku Li also presented at the first U.S.-China Sport Conference in October 2000 in Beijing. Edington’s lab group is working with West China University to develop the Chinese health risk appraisal. He was an invited speaker at the First Brazilian National Conference for Health Promotion at the Worksite. His lab group hosted an international Corporate Consortium in December to share knowledge, latest research findings, and emerging trends with current clients, as well as its 20th annual Worksite Wellness Conference in March in Ann Arbor. Since April 2000, HMRC has received grants or contracts from UAW-GM, Honeywell, Genesys Health System, Steelcase Corporation, Bank One, and General Motors. Edington is a co-author of four recent publications: with Wayne N. Burton, Daniel J. Conti, Chin-Yu Chen, and Alyssa B. Schultz on “The Impact of Allergies and Allergy Treatment on Worker Productivity,” in *Journal of Occupational and Environmental Medicine* 43(1): 64-71, 2001; with Wayne N. Burton, Catherine M. Connerty, and Alyssa B. Schultz on “Bank One’s Worksite-Based Asthma Disease Management Program in *Journal of Occupational and Environmental Medicine*, March 2001; with Wayne N. Burton, Catherine M. Connerty, Alyssa B. Schultz, and

Chin-Yu Chen on "Asthma Disease Management: A Worksite-Based Asthma Education Program," in *Disease Management*, March 2001; and with Shirley A. Musich, Laura Adams, and Gail DeWolf on "A Case Study of Ten-Year Health Risk Appraisal Participation Patterns in a Comprehensive Health Promotion Program," in *American Journal of Health Promotion*, March 2001.

Jeff Freshcorn, development and alumni relations' officer for the Division, has been promoted to senior development officer. He will focus on acquiring major gifts for the Division and preparing for the next Campaign for Michigan.

Assistant Professor of Practice Tom George participated in the Michigan Association of Health, Physical Education, Recreation, and Dance (MAHPERD) leadership conference in January at Albion College. He is the past vice president of professional development and a member of the board of directors for MAPHERD. George was quoted in *U.S. News and World Report* on February 29 in the article, "Ready to Rumble: Why Should Men Hold the Monopoly on Hard-Hitting Sports?" George was the recipient, for the second year in a row, of Kinesiology's "Golden Apple" award.

Associate Professor Melissa Gross will co-direct the 2001 Rackham Summer School Interdisciplinary Institute, an interdisciplinary think tank for UM faculty and graduate students, to be held in May on the Ann Arbor campus. The theme of this year's institute is "Motion and Emotion: Interdisciplinary Investigations into Affect and Movement." Gross is the past president of the American Society of Biomechanics.

Assistant Professor C. Keith Harrison was the recipient of the School of Education Distinguished Alumni Excellence in Education Award from California State University, Dominguez Hills. The award is given

to an outstanding alumnus who brings honor to the department of physical education as a graduate student and as a professional. Harrison and **Associate Professor David Moore** presented research findings on "The Effects of Media Advertisements on Intercollegiate Student-Athletes: Exposure to Athletic and Occupational Imagery"



Dr. Tom George

at the North American Society for the Sociology of Sport Annual Meeting in Colorado Springs in November. Harrison also has two recent publications: "The Image of Paul Robeson: Role Model for Student and Athlete," in *Rethinking History: The Journal of Theory and Practice* 5: 1, 117-130 and "The Myth of the Natural Black Male Athlete and Biomechanics" in *Biomechanics*, February 2001.

Barbara Lupi has joined the Division of Kinesiology as the new grants coordinator. She is responsible for coordinating all aspects of the grant application process, including disseminating information about proposals and procedures to faculty and staff and assisting them with project applications.

Professor and Dean Beverly Ulrich has been presenting a series of invited research talks recently.

In February, she spoke at the Institute for Fundamental and Clinical Human Movement Sciences at the Free University of Amsterdam; in March, she gave a research scholar lecture at the 2001 American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) conference in Cincinnati; and in April, she presented to the faculty at New York University's physical therapy department. Ulrich is on the organizing committee for and will be a speaker at an international conference on "Motor Development and Learning in Infancy: Behavioral, Neurological, and Modelling Issues," to be held from May 30-June 2 in Amsterdam. She will also present some of her recent research on infants with Down syndrome at the North American Society for the Psychology of Sport and Physical Activity in St. Louis in June.

Associate Professor Dale Ulrich and **Assistant Professor Rosa Angulo-Kinzler** in the Down syndrome center have submitted three grant proposals to federal agencies. The first proposal is to train doctoral and post-doctoral students in pediatric physical and occupational therapy to conduct evidence-based research. The second proposal is to conduct research investigating the long-term effects of treadmill training in infants with Down syndrome on their physical stamina and functional movement. The third proposal is to study the application of the treadmill training to infants who are at risk for cerebral palsy. All of the projects will facilitate collaboration between kinesiology faculty and physicians in the UM Department of Physical Medicine and Rehabilitation. They expect to hear about the funding of the projects by May 1. Dale Ulrich

Emeritus Professor Laurie M. Campbell passed away on March 24. An obituary will appear in the next issue of *Movement*.

delivered six invited keynote presentations at national and international conferences during the fall term and one during the winter term: "Treadmill Training as an Early Intervention for Infants with Down Syndrome," at the American Congress of Rehabilitation Medicine in Hilton Head on October 19; "Using the Test of Gross Motor Development (2nd edition) for Making Special Education Decisions for Children," at the Cooperative Association for Special Education in Chicago on October 30; "Assessment and Evaluation of Motor Behavior in Children," at the Michigan Alliance for Health, Physical Education, Recreation, and Dance in Battle Creek on November 3; "Do Body Build Characteristics Influence Treadmill Stepping Patterns in Infants with Down Syndrome," (with J. Baker and B. Ulrich) at the North American Federation of Adapted Physical Activity in New Orleans on November 21; "Movement Performance in Children with Disabilities and Methods of Measurement," at the Movement Science Symposium at the University of Groningen, Netherlands, on November 25; and "Practical Applications of Treadmill Training in Early Intervention for Pediatric Physical Therapists" at the American Physical Therapy Association Combined Sections meeting in San Antonio on February 16. Ulrich and G. Reid published "The Impact Factor of the *Adapted Physical Activity Quarterly*" in the *Adapted Physical Activity Quarterly*, March 2001.

Assistant Professor of Practice Pat Van Volkinburg is the president-elect of MAPHERD, a member of the search committee for the executive director of MAPHERD, created new state awards for that organization, and presented on "The New Standards and Benchmarks for Physical Education in the State of Michigan" at their annual convention in November. She attended UM Provost Nancy Cantor's retreat on "Mentoring, Quality of Faculty Life,

and Community Building" in November. Van Volkinburg is a member of the American Heart Association Michigan State Task Force and the Exemplary Physical Education Curriculum (EPEC) Project Consortium. Van Volkinburg revised the standards and benchmarks for the physical education major and health minor for UM for the Michigan Department of Education. Van Volkinburg published three articles in the *Michigan Association for Health, Physical Education, Recreation, and Dance (MAHPERD) Journal*: "Are You Teaching or Supervising Play," (January 2000), "Do You Have What It Takes To Be Teacher of the Year?" (April 2000) and "Quality Educators: Teacher of the Year Appreciations in Review" (November 2000).

Associate Professor Richard Wolfe received funding from the UM Interdisciplinary Committee on Organizational Studies and the Office of the Vice President for Research in support of the workshop "Sport and Organizational Studies: Exploring Synergy." (See related article p. 5). Wolfe and D. Smart published "Examining Sustainable Competitive Advantage in Intercollegiate Athletics: A Resource-Based View," in *Journal of Sport Management*, 2000, 14, 133-153. Wolfe will make three presentations at the annual meeting of the North American Society for Sport Management in Virginia Beach in June. With J. Gladden, he will present on "Sponsorship of Intercollegiate Athletics: The Importance of Image Matching;" with H. J. Lee, S. W. Bae, and D. Won on "Perceptions and Priorities Concerning Intercollegiate Athletics: A Comparison Across Nations and Cultures;" and with L. Kihl, D. Gray, and L. Sharp on "Sport Policy's Stranglehold on Ethical Decision-Making: An Examination of the Ethical Problems Prompted by Sport Policy." Wolfe will also be a discussant on "Stakeholder Theory in Sport Management Research."

Faculty Seminar Series

The Division hosted eight distinguished visitors for the 2000-2001 seminar series:

VASSILIOS VARDAXIS, PH.D.
Indiana University

"Muscle Power Patterns in Gait: Their Usefulness in Identifying Gait Strategies and Knee Brace Fitting Problems"

TIMOTHY UHL, PH.D.
University of Kentucky

"Classifications of Scapulohumeral Movement"

BARRY STAW, PH.D.
University of California
"Leadership, Communication Style, and Team Performance"

BRENDA RUSSELL, PH.D.
University of Illinois at Chicago
"How Does Muscle Adapt to Exercise?"

PAMELA HODGES KULINNA, PH.D.
Wayne State University
"Examining Determinants of Physically Active Physical Education Classes"

JOHN FAULKNER, PH.D.
University of Michigan
"The Challenge of Maintaining Young Fibers in the Muscles of Old Animals"

OTHELLO HARRIS, PH.D.
Miami University of Ohio
"Sport as a Vehicle for Social Mobility? A Study of High School Males' Sport Participation and Future Plans"

DANIEL CORCOS, PH.D.
University of Illinois at Chicago
"Neural Control of Movement in Parkinson's Disease: Effects of Medication and Deep Brain Stimulation"

MERLE FOSS RETIRES

Professor of Movement Science Merle Foss retired from Kinesiology at the end of winter term 2000, culminating thirty-two years of teaching, research, and service.



Dr. Merle Foss

A native of North Dakota, Foss earned his B.S. from Jamestown College, M.S. from South Dakota State University, and Ph.D. in exercise physiology from the University of Iowa. He joined the UM Department of Physical Education in the School of Education in 1968 and moved up the ranks to full professor in 1980. When Physical Education separated from Education in 1984, Foss became Professor of Kinesiology.

Early in his career, Foss was instrumental in developing the graduate program in exercise physiology and organizing the Center for Fitness and Sports Research, forerunner of the Health Management Research Center. Working with the UM Department of Internal Medicine, he established an exercise-based rehabilitation program for obese persons and other special interest populations, ranging from fire fighters to the elderly.

Foss is author or co-author of a popular teaching tape for exercise physiology, several dozen chapters, articles, and abstracts, and he has been a speaker and consultant for many

organizations and professional associations. He was a founding member of the Midwest regional chapter of the American College of Sports Medicine and as an ACSM fellow held many offices on the national and regional level, including Midwest region president. He was also an active member of the UM faculty senate, with expertise in issues related to faculty compensation and faculty governance.

PAT MATERKA RETIRES

Some sixty Kinesiology faculty, staff, alumni, and friends gathered at last year's retirement dinner for Pat Materka, Assistant Director for Development, Communications, and Alumni Relations.

A former *Ann Arbor News* reporter, Materka joined the University of Michigan in 1971 as a writer for News and Information Services. She came to Kinesiology in 1986 as the Division's first director of development. She wrote and edited the Physical Education newsletter, expanding it to become *Movement* magazine. In 1993, she also became adjunct lecturer, co-teaching career development and later teaching public speaking.

Under Materka's leadership, annual giving increased from only thirty donors to over six hundred. She helped form the Kinesiology

Pat Materka



Alumni Society and organized the annual Alumni Reunion and the Alumni Achievement Awards. She also raised money to establish several new student awards and organized the Honors Brunch to recognize outstanding students.

In 1994 she wrote a fifty page pictorial history celebrating one hundred years of Kinesiology at Michigan that was recognized by the university for its contribution to UM history and culture.

Currently living in Laguna Beach, CA, Materka has remained involved in Kinesiology as a writer for *Movement* (see alumni profile on p. 6) and continues to teach workshops for UM's Office of Human Resources.

NEW FACULTY: DAN FERRIS

In May, Dan Ferris joins the faculty in the Department of Movement Science. A native of Florida, Ferris played college football for two years at the University of Central Florida. He suffered multiple injuries and asked himself, "Why is my body breaking?" He decided to study exercise physiology at the University of Miami and then went to UC Berkley for a Ph.D. in the department of human biodynamics. Ferris did a post-doc at UCLA, in neurology, working on a five-year clinical trial with individuals with spinal cord injuries.

Ferris submitted a grant to the University of Washington to work in their biorobotics lab in gait rehabilitation. When asked what encouraged him to move to Ann Arbor, he said that his number one reason is the opportunity to come to a top ten research university that has a Kinesiology program. He is excited by the depth and breadth of the University of Michigan, where he will be able to collaborate with colleagues in the Medical School and the School of Engineering. Ferris will be setting up a human neuromechanics lab in the Center for Human Motor Research, and teaching an undergraduate class in biomechanics and a graduate class in neuromechanics.

Alumni Reunion

On October 13, 2000 the University of Michigan Division of Kinesiology and the Division of Kinesiology Alumni Society Board of Directors hosted the 2000 Kinesiology Alumni Reunion. Over 120 alumni, faculty, staff, students, and friends of Kinesiology were in attendance. The award recipients were: **Dr. Timothy L. Uhl**, M.S.'92, (Alumni Achievement Within Ten Years); **Dr. Yevonne R. Smith**, Ph.D.

'81; **Dr. David O. Matthews**, '43, '47, (Career Achievement Awards); and **Dr. Guy Reiff**, '64, (Lifetime Achievement Award). We are sorry to report that Matthews passed away in June.

The Alumni Board thanks all those who attended this special occasion and look forward to your participation at the 2001 event. Mark your calendars now for Friday, September 21, 2001 at 6:00 p.m. at the University of Michigan Alumni Center (Founders Room).



Dr. Timothy L. Uhl, recipient of Academic Achievement Within Ten Years Award (John Pheney, '70, representing Kinesiology Alumni Society Board, is in background.)



Dr. Yevonne R. Smith, recipient of Career Achievement Award



Clint Mahlke, '40, '41, (right) with friend Kip Taylor. Mahlke is a loyal supporter of Kinesiology.

Alumni Update

Mary Bennett Drake, '58, writes that she and her husband were part of a small medical/dental missionary outreach group that traveled to the Province of Chukotka in Northeast Russia, south of the Arctic Circle. They experienced very warm hospitality, but found there is great need within the health care services. Mary gave their primary interpreter the gift of a UM sweatshirt.

Judith Bischoff, Ph.D. '79, is professor and chair of the Department of Kinesiology and Physical Education at Northern Illinois University. In January, she became the president of the National Association of Physical Education in Higher Education.

Tempie P. Brown, '90, M.S. '91, is assistant women's basketball coach at Saginaw Valley State University and loving every minute of it.

Coren (Cory) Shakarian, '94, has just been promoted to group sales manager for the San Francisco Giants. Cory oversees a staff of six, whose primary responsibility is to sell approximately 400,000 group tickets at Pacific Bell Park for Giants baseball games.

Steve Miller, '94, was just promoted to director of event services at the Grand Center in Grand Rapids. He is overseeing all events at the center, as well as being the liaison for a \$200 million expansion, scheduled to be completed in 2004. Steve and wife Victoria just had their first child, Emma.

Joseph (Joe) Gagliardi, '97, reports the he and wife Kellie, BSN '98, have just had their first child, Grace Elizabeth, born on June 16, 2000.

Amy Beth Schwartz, '97, writes that she was hired as a fundraiser for the Gore Campaign in early 1999. In 2000 she left to become the sole

fundraiser for a congressional campaign in Florida where she raised over \$5 million. Amy is currently working for a company in Chicago called Lettuce Entertain You.

Carol Shih, '97, along with four other Kinesiology alumnae, graduated from Northwestern University with a Masters of Physical Therapy on November 4, 2000.

Craig Schulman, '99, reports that he is working for Sports & Entertainment Marketing Company as a corporate sales manager. This business works with other companies, properties, teams, and colleges to sell naming rights and marketing/sponsorship packages to sponsors, which will in turn generate substantial revenue for their clients. Craig also started law school at the University of Baltimore.

In Memoriam: Cecille Dumbrigue, '60, passed away on February 24, 2001. She had recently retired from the faculty of the School of Social Work at Wayne State University. She served on the Kinesiology Alumni Society Board and

was the 1996 recipient of the Lifetime Achievement Award. At that time, she said that her physical education degree gave her the best possible background for working with people.



l to r: Poonam Bhargava '98, Alina Suarez '97, Robin Reiter '98, Julie Rosenberg '98, and Carol Shih '97, at their Northwestern University graduation.

LET US HEAR FROM YOU!

Name: _____ Year of Graduation _____

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Jeff Freshcorn • University of Michigan • Division of Kinesiology
401 Washtenaw Avenue • Ann Arbor, MI 48109-2214 • freshco@umich.edu

On Saturday October 21, 2000, prior to the University of Michigan vs. Michigan State football game, Mike Leoni and his wife Susan hosted a Kinesiology tailgate for members of the Division's 21st Century Board. Board members, University Regents, alumni, faculty, staff, and other friends of Kinesiology attended this event. We thank Mike and Susan for their efforts in putting this together.

This event begs a question that has been asked before: "What is the Kinesiology 21st Century Board?" During the last Campaign for Michigan, in the early 90s, it became evident that we would need help from volunteers to raise dollars for Kinesiology. Hence, the inception of the 21st Century Board. This board is made up of alumni, parents, and friends of Kinesiology. Its primary mission is to advance the development efforts within Kinesiology. Board members accomplish this in a variety of ways: they host development events, they bring names of friends and associates that they feel have an interest in the activities within Kinesiology, they suggest direction and activities that support development, and last, but not least, they give of their own financial resources.

Currently, the board is in the first stages of working with the Dean and the Kinesiology Development staff on plans for the next Campaign for Michigan. The board has encouraged the staff to set its sights much higher in terms of dollars to be raised than the last campaign. If you would like more information on the 21st Century Board and how you can give *your* time, talents, and treasure to Kinesiology, contact Jeff Freshcorn at (734) 615-4272.



◀ l to r: Dr. Dale Ulrich, Mike Leoni '88, Dr. Richard Wolfe

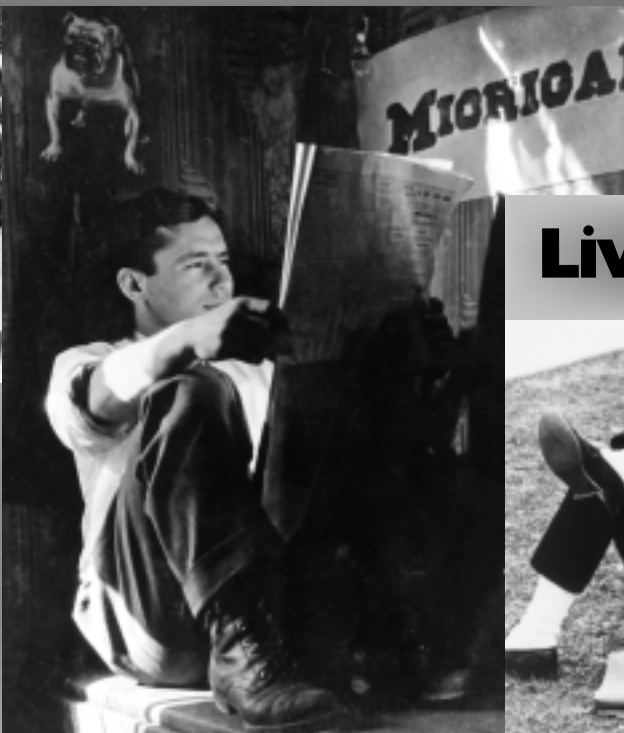


l to r: Jonathan Paley '95 and parents Bob and Eileen Paley ▼



◀ l to r: Bob, Ellen, and Brooke Sunness, family of student Lauren Sunness (not shown)

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