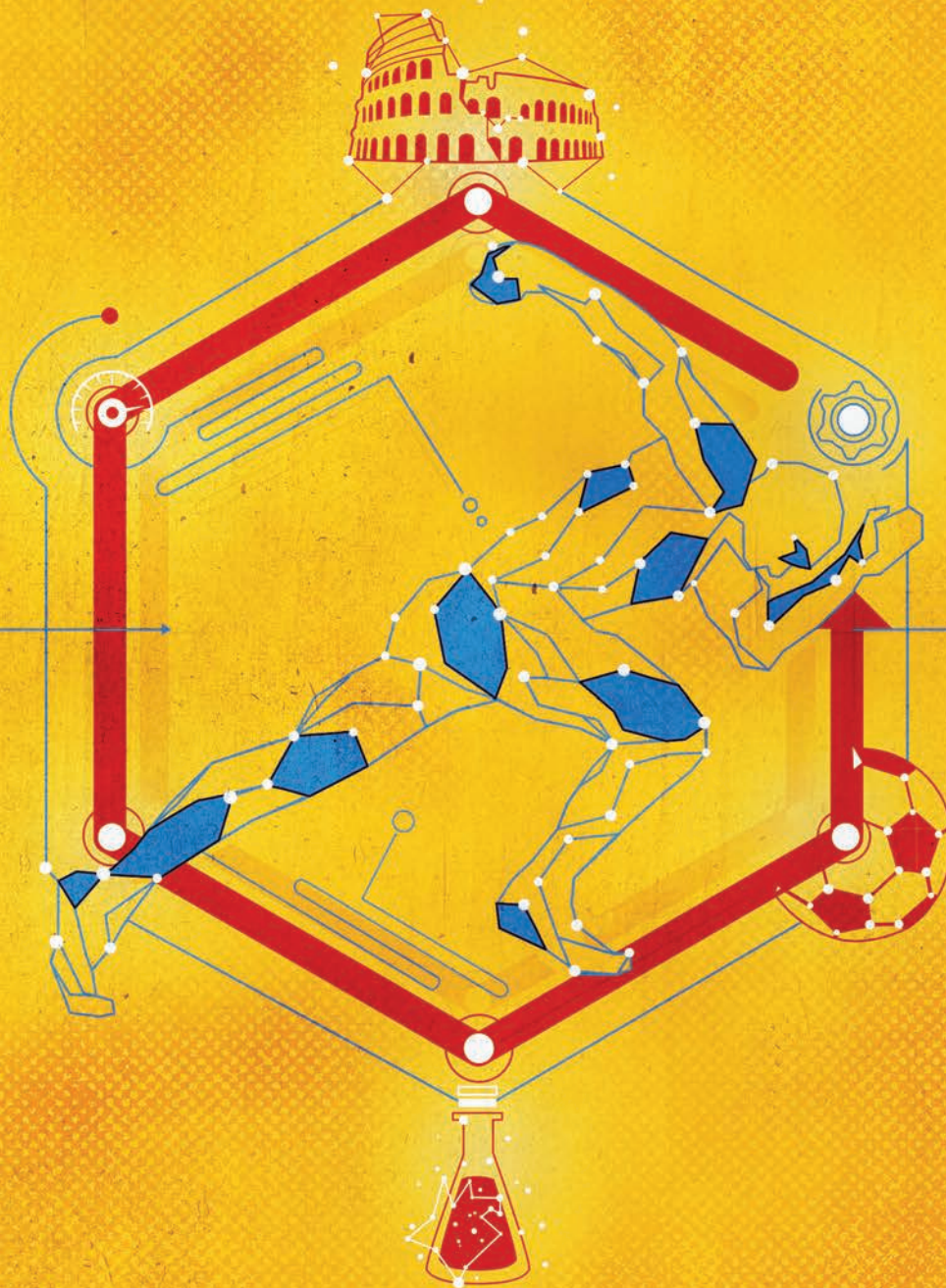


movement



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DR. VICTOR KATCH

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**MEANINGFUL,
SUSTAINABLE
EXERCISE**

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*Reflects on His Time
As Dean*

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Dr. Stefan Szymanski on
**THE ECONOMICS
OF SOCCER**

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Onward + Upward

Moving toward an exciting and ascendant trajectory for Kinesiology



Joan Brannon said, "...if you walk in another's tracks, you will leave no footprints." Our school has been blessed with excellent deans, recently including Dean Beverly Ulrich and Interim Deans Noreen Clark and Greg Cartee. Each laid down new "footprints," as a leader should, and one of my goals was also to "leave footprints." As I reflect on my time at the University of Michigan School of Kinesiology, I'm proud of the legacy I leave—and each of you, students, alumni, faculty, and staff, should be equally proud of what you've contributed to our school.

In this issue of *Movement Magazine*, you'll read about some of the things we've been up to in the 2014-2015 academic year. You'll learn about student experiences (pp. 10, 13, 24), new school initiatives (pp. 5, 11, 12, 19), alumni accomplishments (pp. 8, 15, 16, 18), and faculty milestones (pp. 6, 20, 22, 25). Finally, for fun, we've included two pages of school photos to send you down memory lane (pp. 26-27). Our staff enjoyed sifting through our archives, and we hope you enjoy the memories, too.

It has been a year of change and advancement for our school; a year of new discoveries in research, unique data to collect, and creative solutions to test; a year of new papers and books to read and write; a year of laying the foundation to support greater academic and institutional growth. As you read this issue of *Movement Magazine*, recall your achievements and appreciate all the hard work you've done. Then let's launch the 2015-2016 academic year with determination and purpose. It's going to be a transformative year—thank you for being a leading part of it.

A handwritten signature in black ink that reads "R F Zernicke". The signature is written in a cursive, flowing style.

Ronald F. Zernicke, Ph.D., D.Sc.

Professor and Dean
School of Kinesiology

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Dean

Dr. Ron Zernicke

Associate Deans

Dr. Ketra Armstrong

Dr. Greg Cartee

Dr. Tom Templin

Editor and Director of

Marketing & Communications

Emily Mathews

Cover

Hafsah Mijinyawa, Wet Cloud Media

Contributors

Dr. Ketra Armstrong, Shannon Hennessey, Jean Hunt, Kim Kunoff, Emily Mathews, Ann Travis

Photography

Dr. Ketra Armstrong, Bentley Historical Library, Nick Delaney, Stephanie Gerretsen, Christine Hanna, Jean Hunt, KGT Photography, Emily Mathews, Michigan Photography, Madelaine Moeke, Jenna Sugar

Design

Linette Lao, Invisible Engines

Printer

University Lithoprinters

Let Us Know What You Think

Contact emathews@umich.edu or Editor, *Movement Magazine*
U-M School of Kinesiology
1402 Washington Heights
Ann Arbor, MI 48109-2013

By The Numbers

3 new cross-campus collaborations

- Center for Interprofessional Education
- Exercise & Sport Science Initiative
- Physical Activity and Nutrition Certificate

Learn more on pp. 19

66%
*more students
majoring in
Health and Fitness*

1,064

UNDERGRADUATE APPLICATIONS

(THE HIGHEST NUMBER IN OUR HISTORY!)

less than
30%
selectivity rate

↑ 28%

INCREASE IN
MASTER'S APPLICATIONS



11%

INCREASE IN
PH.D. APPLICATIONS

↑ 95%

MORE STUDENTS IN THE IONM
PROGRAM *Learn more on pp. 12*

6 NEW
FACULTY

10 NEW
STAFF

Meet them all on pp. 17

two
\$100K

MIBRAIN
INITIATIVE GRANTS
AWARDED TO
DRS. FERRIS
AND SEIDLER

Learn more on pp. 25

125
SPORT MANAGEMENT
INTERNSHIPS

11%
INCREASE IN
RESEARCH
EXPENDITURES

13
FACULTY MEMBERS
PARTICIPATED IN THE
MCUBED PROGRAM

51

STUDENTS
PARTICIPATED IN
EDUCATION ABROAD
PROGRAMS

9
countries
visited

AUSTRALIA, CHINA,
GREECE, INDIA,
IRELAND, ISRAEL,
SPAIN, NEW ZEALAND,
UNITED KINGDOM

Learn more on pp. 13

2
new hands-on
learning courses

CREATED IN PARTNER-
SHIP WITH THE OFFICE
OF DIGITAL EDUCATION
& INNOVATIONS:
MOTION CAPTURE AND
GAIT ANALYSIS



BY DR. KETRA ARMSTRONG, ASSOCIATE DEAN FOR GRADUATE AND FACULTY AFFAIRS
AND PROFESSOR OF SPORT MANAGEMENT

The U-M School of Kinesiology celebrates and is committed to the ideals of diversity, equity, and inclusion and believes that they enrich the learning environment and enhance the school's innovation and overall productivity. Through its programs, policies and practices, Kinesiology is dedicated to creating a positive and supportive climate for all individuals. We proudly launched the following diversity initiatives in 2014-15.

HBCU Alliance

Four faculty from Historically Black Colleges and Universities (HBCU) were invited to participate in a U-M Kinesiology Diversity Alliance. To kick off the Alliance, Kinesiology hosted a Diversity in Kinesiology Symposium focused on the ways in which race, ethnicity, and culture impacts Kinesiology research, teaching, and service. The endeavor concluded with a reception followed by a working dinner between Kinesiology and HBCU faculty, where they discussed research and teaching collaborations. *Kinesiology Dialogue on Diversity initiative sponsored by a Rackham Enhancing Diversity in Graduate Education Grant.*

Latinas, Sport, and the Media

ESPN Deportes, ESPNNews, and Telemundo reporter Michele LaFountain discussed her career as a sports reporter, the challenges of being a Latina in sport media, and the intersection of race/ethnicity and gender. *Kinesiology Dialogue on Diversity initiative co-sponsored by U-M LSA.*

Diversity Student Recruitment Fairs

Kinesiology faculty and staff participated in various recruitment fairs/events featuring students of color, talking with them about opportunities for undergraduate and graduate study at our school.

HBCU Students Visitation

Kinesiology hosted four students from the HBCU Alliance universities.

Kinesiology Diversity Council

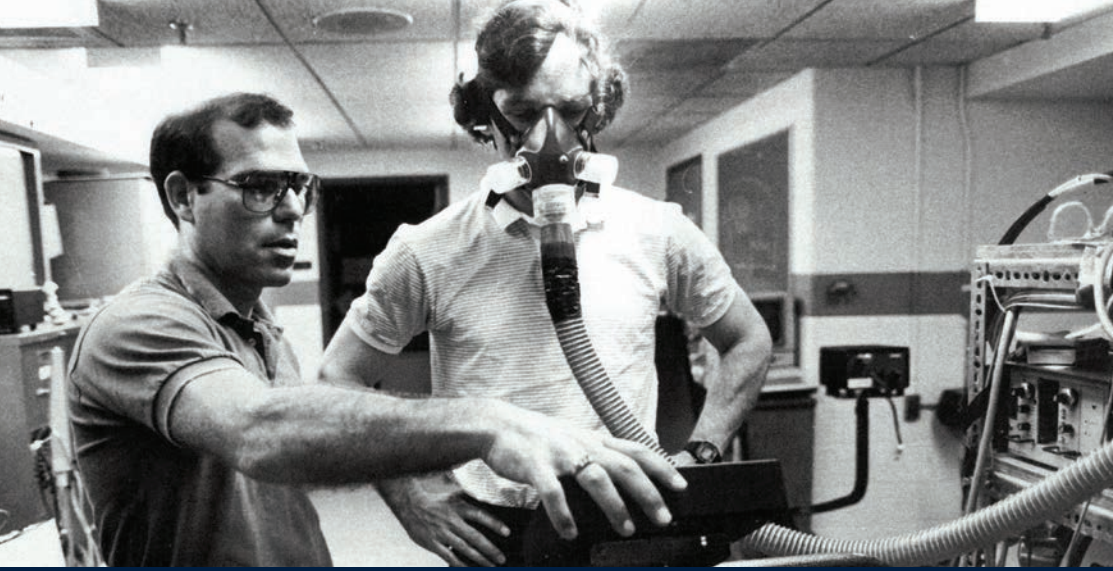
To engage and empower students to be champions of diversity and inclusion, Kinesiology launched a Student Diversity Council.

Inclusive Teaching Seminar

Kinesiology faculty participated in an inclusive teaching seminar, offered in partnership with the Center for Research on Learning and Teaching, in winter 2014. ■

Clockwise from top left: HBCU students and Dr. Rebecca Hasson at the Graduate Student Research Showcase; Graduate students kick off the semester with a U-M soccer game; Charlene Ruloff and Dr. Ketra Armstrong at a recruitment fair; ESPN Deportes reporter Michele LaFountain with Kinesiology student; HBCU Alliance guests Drs. Cavil, Williams, Hall, and Bond





LIVING LIKE (A)

VICTOR

BY JEAN HUNT



When **DR. VICTOR (VIC) KATCH** arrived at the University of Michigan in July 1972, *fitness*—as a lifestyle—was just emerging in mainstream culture. Jogging, running, and marathon racing were catching on. Granola, tofu, and yogurt were just beginning to appear on supermarket shelves.

The young professor from California began his U-M career as assistant professor in the Department of Physical Education, which was then under the degree-granting auspices of the School of Education. In 1973 Vic was appointed head coach of the very first U-M women's basketball team. After the season ended, department chair Paul Hunsicker told him he had to choose—research and teaching, or coaching. Dr. Katch gave up coaching.

“Vic, your research record was one of the best in the country during your time; your teaching and textbooks still guide students into their careers; and your professional service has been a model for all of us, including your growing and leading role in physical activity, nutrition, and overall wellness.”

DR. DEE EDINGTON
(DIRECTOR OF U-M KINESIOLOGY, 1976-1998)

In 1982 he became full professor in a young academic program—Movement Science. He established the Advanced Fitness Training Center, an in-residence fitness center in South Quad; and later, the U-M Weight Control Clinic, which he directed for twelve years. Vic also accepted a position in U-M's Division of Pediatric Cardiology, where he set up one of the first pediatric exercise physiology labs in the U.S. Vic's research—focused on metabolism, nutrition, weight control, and physical performance—earned him competitive grants totaling millions of dollars.

Vic published extensively in highly respected, peer-reviewed scientific journals such as *Journal of Applied Physiology*, *Journal of the American Medical Association*, *Annals of Human Biology*, and the *American Journal of Clinical Nutrition*. But the work he is best known for is the widely used and award-winning textbook that he co-authored with his brother, Frank, and colleague William McArdle: *Exercise Physiology: Nutrition, Energy, and Human Performance*. First published in 1981, it is now in its eighth edition.

But Vic's focus extends well beyond academe as he advocates healthy lifestyle choices. He has contributed monthly columns in consumer magazines, such as *Shape*, *Vogue*, and *Self*. Through his company, Fitness Technologies, Inc., he's consulted for numerous sports teams, including the New York Jets, Dallas Cowboys, Miami Dolphins, and



From left: Dr. Katch and family members Emery Dobos, Leslie Katch Dobos, Eric Dobos, and Jude Dobos

Boston Red Sox, and corporations such as Mattel and Texas Instruments.

During his career at U-M, Vic has taught eight different courses in Kinesiology, including Introduction to Movement Science, Exercise Physiology, Statistics, and several graduate level courses. In the mid-2000s Vic turned his attention to undergraduate teaching. Two courses he originated, Movement Science 240: Intro to Fitness and Health and Movement Science 241: Exercise, Nutrition, and Weight Control, are popular across campus.

Outside the classroom, Vic continues to publish a monthly column in *Michigan Today*, called “Health Yourself.” Writing in a conversational style, Vic discusses the science behind healthy longevity, happiness, and combating chronic disease.

Dr. Katch received his Ed.D. from University of California, Berkeley, and lives in Ann Arbor with his wife, Heather MacKenzie. He has three children, Jesse, Erika, and Leslie, and is the grandfather of five. Vic is an avid exerciser and golf addict, trying to shoot his age in this lifetime. He says, “If I live long enough, it might happen!” ■

THE VICTOR L. KATCH STUDENT EXCELLENCE AWARD

created by friends of Dr. Katch on the occasion of his retirement, will be awarded to a student research publication, or to fund the presentation of a student's work at a scientific meeting, or to provide financial aid for students.

If you'd like to contribute to this fund, please visit **bit.ly/katchaward**.

Opposite page clockwise from top left: Dr. Vic Katch demonstrates research on lung capacity and oxygen uptake with Dan Becque (Ph.D. '88); Dr. Katch at his retirement reception; Dr. Katch and student

When **MICHELLE SEGAR** (B.A. '89, M.S. '95, M.P.H. '97, Ph.D. '06) started the Movement Science master's program in 1994, little did she know that she was on the cusp of discovering her life's work. "I was fortunate to have a professor, Vic Katch, who really supported me when I was figuring out what I was interested in," Segar recalls. "His guidance was my launching pad to a rewarding career and a happy life." Segar's new book, *No Sweat: How the Simple Science of Motivation Can Bring You a Lifetime of Fitness*, is the culmination of 21 years of hopes, dreams, research, passion, and, yes, more than a little perspiration.

NO SWEAT

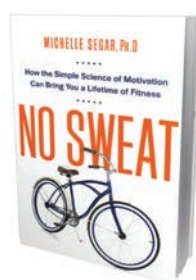
MICHELLE SEGAR FINDS THE KEY TO MEANINGFUL, SUSTAINABLE EXERCISE

BY EMILY MATHEWS



No Sweat translates 20 years of research into a simple four-point program to help people who have struggled to stay motivated with their exercise plan. At the heart of *No Sweat* is Segar's proposition that every movement—whatever it is and however long we do it—counts towards improving our health and well-being. This seemingly radical idea is actually backed up by decades of science. “The role of physical activity in our lives is based on research from 30 years ago. Back then, it was focused on high-intensity exercise, and that message got disseminated by the media, health care workers, and scientists,” Segar explains. “In 1996, the Surgeon General came out with the first report on physical activity, fitness, and health, which was a compilation of all the research to date. That report expanded the definition of what ‘counts’ to be an *accumulation* of physical movement, and it doesn't have to be intense. It's been 20 years since that report came out, and the most educated people I know—clients, friends, colleagues—still don't believe that something like walking ‘counts’ as exercise. Because we've been so focused on exercise as a health and weight-loss tool—high-intensity, trying to burn as many calories as possible—we haven't internalized the new message.”

Segar is quick to point out that if high-intensity fitness works for you, if it's motivating and you enjoy it, then you should absolutely keep doing it. However, if you're like the majority of the population and dread exercise because it feels like a chore or an obligation, then don't despair: just **move in ways that are relevant and meaningful to you, whenever you can**. Instead of throwing in the towel because you can't (or don't want to) spend an hour on a treadmill at the gym, go on a walk with your partner and talk about your day. Take a bike ride with your child. Pull weeds and spread mulch in your garden. Walk to a colleague's office instead of sending an email. Segar calls these “opportunities to move,” or “OTMs.”



“If our approach to physical activity can't ebb and flow with life's curveballs, we're in trouble. By starting small, it's much more realistic to integrate physical activity—and then eventually increase it, because of how it makes us feel.”

MICHELLE SEGAR, PH.D.

All these enjoyable, doable OTMs build on themselves, which can add up to significant benefits. “Because exercise promotion comes out of a medical paradigm, it's been treated like a formal prescription we have to achieve every time—it's either a bull's-eye or not worth doing,” Segar says. “But in fact, ‘count everything and choose to move’ is a better message to motivate the population. Two minutes of movement can give you energy and boost your mood—and you take that with you to the next thing you do.”



Dr. Michelle Segar

As you feel energized, positive, and rewarded by your OTMs, you'll continue to do them. “Enjoying or getting positive feelings from physical activity is among the strongest predictors of lasting behavior change,” Segar explains. “When you do something because you ‘should’ or ‘ought to,’ it necessitates self-control and willpower. Research shows that the more we use self-control, the more it depletes. So if that's what's driving our physical activity, it's not a very dependable resource. However, if we're moving to feel good, this positivity revitalizes and fuels us to be a better parent, partner, or professional. This reason and purpose, what I call our ‘Right Why,’ makes physical activity deeply meaningful so we stay motivated to do it. In other words, what sustains us, we sustain.”

No Sweat was published in early June and has already rocketed to the #1 spot on Amazon's health, exercise, and fitness bestseller list. It was featured in a *New York Times* article in July. *No Sweat* is also being used by clinicians and adopted into curriculum for students in health care, fitness, and wellness. (Visit michellesegar.com/books/no-sweat for a comprehensive chapter-by-chapter teaching guide.)

Currently, Segar directs U-M's Sport, Health, and Activity Research and Policy Center and chairs the U.S. National Physical Activity Plan's Communications Committee. She is researching how to scale the principles in *No Sweat* for use in communities and clinics, in addition to consulting and speaking. But she plans to sneak in a few moments of family fun with her husband and son, her preferred OTM, in between rounds of leading the exercise revolution. ■

Kinesiology Students Launch Michigan Health Aid

BY JENNA SUGAR (MVS SENIOR)

Michigan Health Aid (MHA) is a student-driven coalition of the U-M and Ann Arbor community representing the Universal Health Aid organization. With the guidance of Kinesiology professor Pete Bodary, presidential leadership of LSA senior Diane Masket, and active support of the board members and volunteers, MHA has expanded this year into an organization that has improved the health and lifestyle of local communities through preventive medicine, health education, and leadership development.

Since joining the School of Kinesiology, MHA has run free preventative health screenings for members of the community that are uninsured and underinsured, and has created health enrichment programs for elementary and high school students in the nearby area. A lot of our success has been from the multidisciplinary approach the club has taken. Currently our Kinesiology and pre-med volunteers are working with Engineering students to simulate an application for electronic medical records to improve the triaging system at our health screenings. In addition, we have had the opportunity to use our preventative health screenings and enrichment programs as a form of outreach to the community to discuss important public health issues such as obesity, nutrition, mental health, and substance abuse. Our outreach programs have also been a great resource to collect data from the surrounding area in order to begin processing epidemiology studies. Our goal is to statistically analyze this data to identify health risk factors in the community so that we may address them in the near future.



MHA members

It is MHA's hope that we provide a positive impact on the lifestyle of the Ann Arbor community by improving health conditions and spreading awareness on various health issues. There is no greater satisfaction than seeing patients leave a health screening with a smile on their face and knowing that you were able to help them with a health issue for which they needed treatment or guidance. ■

The 2015 Michigan Sport Business Conference

BY JESSICA OGDEN (LSA JUNIOR)

The Michigan Sport Business Conference (MSBC) is proud to present its 2015 theme: The Digital Age. Our choice of theme grew out of a desire to explore a topic on the new, and quickly expanding, frontier of sport business.

Our two main panel topics are The Changing State of Streaming Sports and Wearable Technology. Our breakout sessions serve as an advanced introduction to the sports industry with a special focus on the digital space. They include Career Management, Fantasy Sports, Marketing to Millennials, and The Future of Fan Experience: Virtual Reality. Each of these topics investigates a new and upcoming area of sport business.

This year, our team is made up of an incredibly talented group of individuals. Leading this student planning committee are co-presidents Alyssa Duguay (SM senior) and Max Himelhoch (Ross senior), along with the seven additional executive board members representing our five divisions: marketing, partnerships, speakers, event planning, and team relations.

New to MSBC this year is a student-focused networking hour built into the conference that will serve to connect students with industry professionals and Michigan alumni. Our team's mission is to inspire creativity and innovation in the sport industry and allow individuals to build the relationships necessary to achieve their professional aspirations. We believe this is a great opportunity for young and talented students to build strong relationships at multiple levels of the sport business world. ■

**Join us
Friday, October 23**

facebook.com/umsbc
twitter.com/umsbc
instagram.com/umsbc

WELCOME HOME, OUSA!

BY SHANNON HENNESSEY
DIRECTOR OF UNDERGRADUATE STUDENT AFFAIRS



Top to bottom: Academic Advisor Jen Oza at an Orientation session; Kinesiology Peer Advisors (clockwise from top left) Marissa Nazareno (MVS senior), Rebecca Myers (MVS sophomore), Mia Caminita (MVS senior), Rachel Carlson (MVS senior), Ben Kuisell (MVS junior), John Kopko (SM junior), and Iris Mustich (MVS senior)

Save the Date!

Come visit us at
555 S. Forest during
Parents Weekend
(11/6-11/8).

In May 2015, the Office of Undergraduate Student Affairs (OUSA) moved to our new location at 555 S. Forest, at the corner of South University and Forest. This move presents tremendous opportunities for School of Kinesiology students. In our new location, we have programming space for student organizations; meeting space for students, faculty, and staff; and study space.

This summer, we've hosted all new student orientations at 555 S. Forest, and the students and their parents really seem to enjoy the new space. They definitely feel a sense of community from the giant class banner and the many pictures of students who represent the four majors and global engagement opportunities in Kinesiology.

This fall, we'll launch our new in-house Career Center that will feature tools and resources to assist Kinesiology students at all phases of their career development process. This office will complement current campus Career Center resources while working to further grow and develop job shadowing and internship opportunities for students across all of our majors. Additionally, this space will provide resources and technology to update resumes and cover letters, and become job search savvy via social media.

As we ring in the 2015/2016 school year, we'll host major nights for Athletic Training, Health and Fitness, Movement Science, Intraoperative Neuromonitoring (IONM), and Sport Management. We'll also welcome parents with Move-In and Parents Weekend receptions, as well as alumni with various Homecoming networking events. ■



FROM CLASSROOM TO OPERATING ROOM

BY ANN TRAVIS

In 2012, School of Kinesiology professor Josh Mergos began developing a new Movement Science program called Intraoperative Neuromonitoring (IONM). In three years, the program has grown from just four students to 39, with an average of two to six job offers upon graduation for each student. What makes this program so unique, and why does everyone want to be a part of it? *Movement Magazine* sat down with Mergos and IONM senior Chrissy Hanna to get the scoop.



IONM students at the American Society of Neurophysiological Monitoring (ASNM) conference in May 2015; Below: IONM students at work

IONM is a growing field that involves the monitoring of the central and peripheral nervous systems of patients undergoing surgical procedures. The U-M School of Kinesiology IONM program is the first in the country to combine in-classroom learning with two full years of clinical rotations for all graduates.

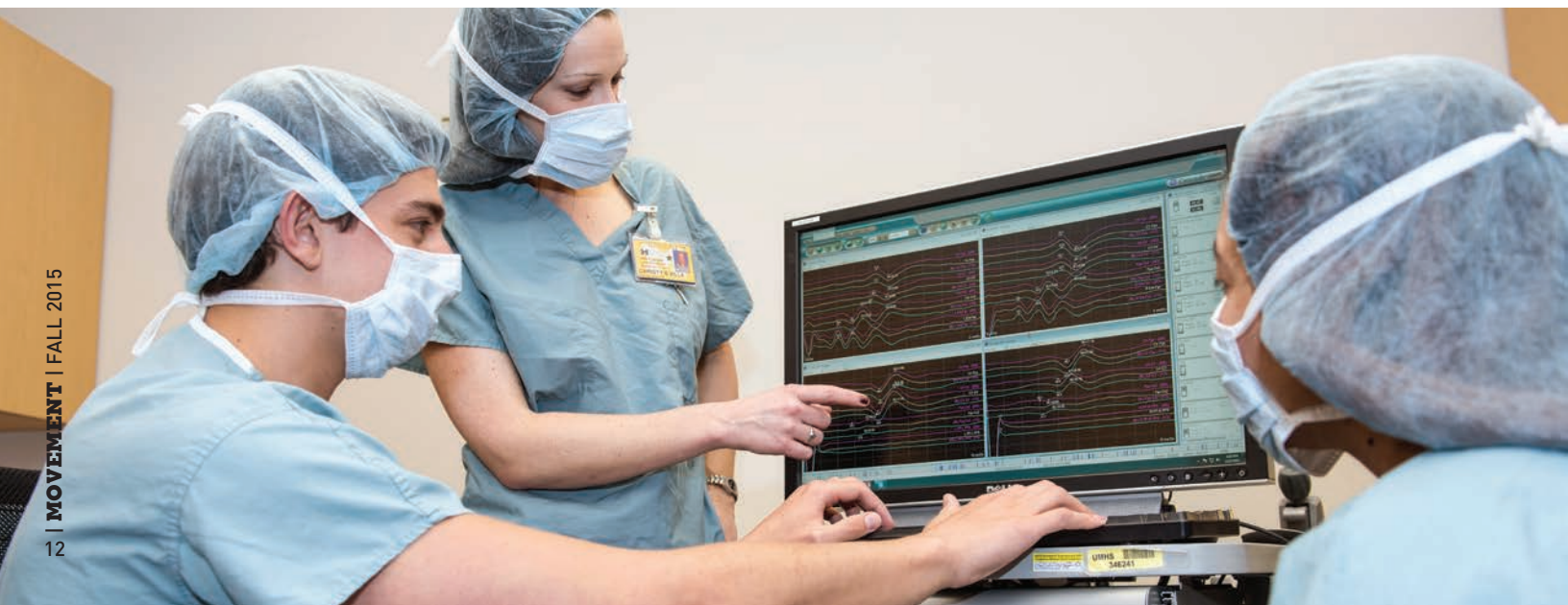
This hands-on experience is invaluable for students of the program—and for some, like Hanna, it can be life-changing. “Just being able to see brain surgery first-hand really molds your perspective of the world,” Hanna says. “You see people who are going through some very difficult disabilities and you stop sweating the small stuff in your own life.” Hanna, who is the founder of the IONM student club, says attending an information session held by Mergos changed the course of her college career. “With a huge university like U-M, the IONM program has given me a sense of community and purpose among my peers.”

The IONM program also offers participants a unique partnership with the U-M Medical School, which helps them transition from being students to being professionals in their field. “Undergraduates have interactions with all medical staff and they see exactly how the hospital operates in a real-life situation,”

Hanna says. This unique interaction with the hospital and staff prepares graduates for real-world experience before they even step across the stage at Commencement. Hanna agrees: “By the end of the program, you know exactly what you’re getting yourself into because you’ve been in the hospital doing it.”

For Mergos, the biggest hurdle is expanding the IONM clinical practices to hospitals outside the U-M campus—not only to provide the students with a broader experience, but also to accommodate the growing number of students in the program who need to be a part of the clinical rotation schedule. “As surgical procedures change and advance, IONM can become more in demand in certain areas,” says Mergos. And that demand is only likely to increase: the IONM program recently had a site visit from the Commission on Accreditation of Allied Health Education Programs and is hoping to become accredited later this year.

Rapid program growth, accreditation potential, safer surgeries—what’s the most satisfying part for Mergos? “At Commencement this past April, getting to meet the students’ parents, shake their hands, and talk about how happy they are with the program,” he says with a smile. ■





A Path to Peace: The Power of Sport in Contested Spaces

BY KIM KUNOFF

Sport Management students and Dr. Rosentraub (far right) inside Sammy Ofer Stadium in Haifa, Israel

There is a growing movement in marginalized cities to establish sporting institutions as a means toward attracting capital investment, tourism, and as an attempt at refashioning image. The same school of thought behind this movement proposes that sports can also lead to peace between divided peoples. According to Professor Mark Rosentraub, The Bruce and Joan Bickner Endowed Professor of Sport Management and Director, Center for Sport & Policy, sports act as a catalyst for economic recovery—and especially for resolution of conflict.

“Sport as an institution has been a tool for creating opportunities for people and groups in conflict to build a bridge for cooperation,” Rosentraub said in an email interview. “From the creation of the Olympics to the Olympics of modern era to the integration of baseball, sports is a social institution that can change societies and build bridges from which cooperation and change can emerge.”

Dr. Rosentraub has been studying and writing about the economics of sports teams, events, and facilities and the linkage between sports, amenities, and urban and economic development for more than 30 years. His professional work has not been limited to academic studies and publications. He has helped numerous cities and professional sport franchises frame redevelopment strategies involving sports and culture. He has also been involved with programs to advance cooperation between Arabs and Jews in Israel for more than 10 years. In the past, Rosentraub supervised the doctoral studies of Arab students from Gaza and Jewish students from the Hebrew University of Jerusalem. He is now working on programs with the Harry S. Truman Institute for the Advancement of Peace at the Hebrew University to advance cooperation between Jews and Arabs. “I am committed to helping our students understand the issues that create barriers to peace and the institutions that can help people relate to each other,” says Rosentraub.

In May 2015, he led a group of students to Israel for his class “Sports, Contested Space, and Competitive Leagues: A Unique Foreign Travel Experience.” The class began with sessions in Ann Arbor, culminating in a 10-day trip to Israel. During the students’ time there, they visited with youth programs operated by Peace Players International (youth basketball), the Peres Center for Peace, the YMCA in Nazareth, and the city of Nazareth’s programs in basketball, tennis, soccer, and ice hockey. The focus of the seminar was on both youth activities and the Israeli professional sports leagues (specifically soccer and basketball). The selected group of students acted as representatives of U-M during planned time with the teams. They were encouraged to ask, “In Israel, can youth and professional leagues create opportunities for Arabs and Jews to build examples of cooperation?”

Jacob Lutt, a Sport Management senior from Westchester, New York, encapsulates his experience in Israel:

When we visited the Peace Players International and sat in on a basketball practice, it was truly incredible how young girls were able to play with one another despite their differences in background and culture. The girls were hugging, singing, high-fiving, and passing to one other. This was incredible to see. ■

MOVERS AND SHAKERS

Meet the New Office of Development

Let us introduce ourselves—we're the new School of Kinesiology Office of Development. We're passionate about our school's ability to solve complex problems like childhood obesity, sport-related injuries, rehabilitation and mobility issues, and urban redevelopment. We bleed maize and blue. And we're proud to join 120 years of Michigan Kinesiology movers and shakers.

RYAN DAVIS is our new Senior Director of Development. Ryan has a B.S. in Communications from Loyola University Chicago, where she also played basketball, and an M.A. in Women's Studies from Eastern Michigan University. She has a long track record of health fundraising, including the U-M Frankel Cardiovascular Center, the U-M Comprehensive Cancer Center, and The American Heart Association. An Ann Arbor native, Ryan spends her down time with her husband and four kids—quite often shooting hoops as a family. Ryan is excited to combine her love of health and sport here at Kines and looks forward to hearing how you would like to be involved with our advancement efforts.

LOUIS PERDUE is our new Assistant Director of Annual Programs & Alumni

Relations. Although he was born and raised in Kentucky, he has been with the university for more than ten years—and is still getting used to Michigan winters. Louis has a passion for meaningful fundraising—fundraising that makes a difference in the life of the students and in the legacy of our school.

MARLON WRIGHT, our new Associate Director of Development, is a Kinesiology alum with a bachelor's degree in Sport Management and Communications. He was also a pitcher on the 1997 Big Ten Champion Wolverines baseball team. Marlon brings over 10 years of regional and national experience with sport and media companies ESPN, Post Newsweek, and Comcast. He is excited to be home at Michigan and can't wait to collaborate with the team.

Marlon Wright, Ryan Davis, and Louis Perdue



KINESIOLOGY NEEDS VICTORS

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Guarantee that a diverse group of the world's brightest students will be able to study at Michigan Kinesiology.

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Transform Michigan Kinesiology education by ensuring academic excellence, and real-world experiences for students that extend beyond the classroom.

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Solving complex societal problems requires learning in the most advanced, state-of-the-art environments that stimulate and challenge undergraduates, graduate students, and faculty to collaborate in ways only the University of Michigan can create.

Simulation Laboratories | Immersive Learning | Clinical Facilities



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alumni updates

Valerie Plegue (MVS '91) is currently pursuing a master's degree in Health Education and Promotion through Walden University. Her interests include obesity, mobility issues, and functional medicine.

James Blake (SM '96) and his wife, Kelly Marcus-Blake, are expecting their first child, a daughter. They already have lots of U-M gear ready for her.

Deodge (Wade) Hill (MVS '99) obtained her M.S. in Physician Assistant Studies at Wayne State University in 2004. She currently works as a primary care P.A. in an inner-city internal medicine clinic. Deodge and her late husband, Patrick Hill, have four children aged 19, 14, 8, and 5.

David Ross (SM '07) married Lindsey Goldstein in 2014. David was also named NYC Taxi and Limousine Commission Employee of the Year in 2014.

Kathryn Brown (MVS '13) is currently attending Columbia University's Mailman School of Public Health. She'll graduate 2016 with an M.P.H. in Epidemiology and a certificate in Health of an Aging Society. Kathryn interned this summer at AARP and the NYC Department of Health and Mental Hygiene.

Joseph Gartner (SM '13) married Kristin Elizabeth Lamphear in Winston-Salem, NC, on March 23, 2013. Their honeymoon coincided with Michigan's run to the national basketball title game. Joseph and Kristin welcomed their daughter Sophia Jessica Gartner into the world on July 16, 2014.

Chrystina James (MVS '13) recently completed an M.P.H. with a focus in toxicology at the University of Michigan School of Public Health. She is now attending medical school at the University of Michigan.



Kaitlyn Patterson (MVS '13) has been accepted to the University of Michigan Medical School. She also recently finished in the top 20 at the Grand Rapids Half-Ironman Triathlon, with a 16-minute personal record.

Chad Zimmerman (SM '13) received a master's degree in Education and Kinesiology/Sport Management at the University of Texas at Austin.

Christine (Moulton) Pedder (MVS '14) married David Pedder on September 13, 2014, at the National Shrine of the Little Flower Basilica in Royal Oak, MI. On May 4, 2015, she became Store Manager of the new Gazelle Sports specialty store in Northville, MI.

Traci Carson (SM '15) is attending the University of Michigan School of Public Health this fall to pursue an M.P.H. in Health Behavior & Health Education.

Join Us for These Fall Kinesiology Alumni Events!

SF Game Watch 2015

Saturday, October 3, at 4:00pm PST
Bitters, Bock & Rye, San Francisco
Learn more and RSVP at bit.ly/1PVUMxR

NYC Game Watch 2015

Saturday, October 3, at 7:30pm EST
Barleycorn, New York City
Learn more and RSVP at bit.ly/NYCGW2015

Homecoming Alumni/Student Mixer

Friday, October 9, at 5pm EST
Michigan League
Learn more and RSVP at bit.ly/HASM2015

Victors Tailgate and Alumni Awards

Saturday, October 10, at 12:30pm EST
University of Michigan Golf Course
Learn more and RSVP at bit.ly/KVT2015

Celebrating the Leaders and Best

BY JEAN HUNT



2014 Tailgate attendees

The annual Kinesiology Alumni Achievement Awards were given out at the Victors Weekend tailgate, preceding the Penn State night game, on October 11, 2014. The awards and 2014 honorees include:

EARLY CAREER ACHIEVEMENT

Given to a recent Kinesiology alumnus who is excelling in a field related to Kinesiology.

Eryn McVerry, SM '98, is account managing director at McGarryBowen, an advertising agency in New York City. As a brand marketer, Eryn has worked at several top agencies in Chicago and NYC, with a client portfolio that includes NASCAR, Verizon, and the U.S. Army. She recently completed two terms on the KAS Board of Governors.

Shavannia Williams, SM '98, is founder and chief marketing officer of The SW Group, a marketing and communications company based in Washington, D.C. She is also president and editor of Heels and Helmets, whose aim is to provide women with a resource for learning more about sport culture. In her free time, Shavannia is an active volunteer, working with youth in the D.C. area.

CAREER ACHIEVEMENT

Given to a Kinesiology alumnus who has shown outstanding professional and personal achievement throughout their career in their chosen field and/or public service in any field.

Paul Schmidt, M.S. '85, is assistant athletic director, senior athletic trainer, and head football athletic trainer for the Michigan Wolverines. He serves as a liaison between U-M coaches, athletes, parents; and team medical staff. Cited for his "exceptional commitment to leadership, volunteer service, and advocacy," Paul was honored by the Michigan Athletic Trainers Association in 2013.

Thomas Wilcher, PE '87, has been a teacher, football coach, and boys' track and field coach at Detroit's Cass Technical High School for 25 years. An outstanding high school and college athlete himself, his Cass Tech teams have won several state and district titles. Coach Wilcher is a well-regarded mentor to young athletes, several of whom have gone on to excel in college and professionally.

LIFETIME ACHIEVEMENT

Given to an individual whose service to Michigan Kinesiology has enhanced and changed Kinesiology over time.

Jon Urbancheck, PE '62, swam for the U-M men's swimming team, and later coached the Wolverines to 13 Big Ten titles. Jon has also mentored over 40 Olympians from around the world. The Jon C. Urbancheck Endowed Scholarship provides support for U-M student-athletes. The recipient of several honors, Jon is currently head coach at FAST Swimming, the U.S. Olympic Post-Graduate Training Center at Fullerton (CA) Aquatics.

DISTINGUISHED SERVICE

Given to an individual whose service to the School of Kinesiology and the University of Michigan merits special recognition.

Sheryl Szady, PE '74, M.A. '75, Ph.D. '87, retired from the U-M Office of University Development in 2012, but is perhaps better known for her role as women's sports historian at the University. She is part of this history herself—Sheryl was a member of the first U-M varsity teams in both field hockey and women's basketball, in 1973-74. Sheryl is a familiar face on the KAS Board of Governors, having served multiple terms.

THE DEAN'S MEDAL

This award is given to a person whose accomplishments merit special recognition.

Jeannine Galetti is the widow of Stephen Galetti, first chair of U-M Kinesiology's Sport Management department. She is a generous philanthropist in her own right, funding a four-year scholarship for students, and supporting the Stephen J. Galetti Collegiate Professorship of Sport Management, currently held by Dr. Stefan Szymanski. Mrs. Galetti, an alumna of Bowling Green State University, taught dance at Eastern Michigan University, eventually becoming its chair before retiring. ■

Join us for the 2015 KINESIOLOGY VICTORS TAILGATE & ALUMNI AWARDS
on Saturday, October 10, from 12:30 - 3:30pm. Learn more and RSVP at bit.ly/KVT2015.

faculty and staff updates

NEW FACULTY

Judith Grant Long, Ph.D., joined us as Associate Professor of Sport Management last fall. Her interests include the intersection of sports, tourism, city planning and economic development; finance and delivery of sports and touristic infrastructures via public-private partnerships; planning for sports and tourism mega-projects, with a current focus on the Olympic Games; assessing and improving host city experiences and outcomes; and fieldwork-based teaching models and studio pedagogy. Dr. Long is co-director of the Michigan Center for Sport Management and works with Dr. Mark Rosentraub in the Center for Sport & Policy.

Leah Robinson, Ph.D., joined us as Associate Professor of Movement Science last fall. Her interests include assessment of motor performance and physical activity, along with the implementation of evidence-based interventions to maximize physical activity, motor skills, and physical health and development in pediatric populations, and the effect of evidence-based interventions on school/academic readiness and cognitive outcomes. Dr. Robinson is the director of the Child Movement, Activity & Developmental Health Laboratory.

Tom Templin, Ph.D., joins us this fall as Associate Dean of Undergraduate Affairs and Professor of Health and Fitness. He comes to us from Purdue University, where he was former Chair of the Department of Kinesiology. Dr. Templin's research focuses on teaching and is grounded in socialization theory, role theory, affective events theory, and teacher resilience. He is also President-Elect of the American Kinesiology Association.

Natalie Colabianchi, Ph.D., joins us this fall as Associate Professor of Health and Fitness. She comes to us from the University of Michigan Survey Research Center and the Department of Epidemiology, where she was a research assistant professor. Dr. Colabianchi is a physical activity epidemiologist who studies the impact of the social environment on physical activity behavior and obesity.

David Lipps, Ph.D., joins us this fall as Assistant Professor of Biomechanics. He comes to us from Northwestern University and the Rehabilitation Institute of Chicago, where he was a post-doctoral fellow. Dr. Lipps's research focuses on designing preventative and therapeutic approaches to alleviate the impact of injury on society.



In particular, his work will focus on the shoulder morbidity of breast cancer patients.

Stacy-Lynn Sant, Ph.D., joins us this winter as Assistant Professor of Sport Management. She recently completed her doctoral work at the University of Alberta, Edmonton. Dr. Sant's interests include the legacies of the 2010 Winter Olympic Games with emphasis on prospective hosts' bid strategies and the leveraging of the event for long-term tourism and associated economic benefits in the host city, region, and country.

FACULTY PROMOTIONS

Adriana Phelan, Ph.D., has been promoted to LEO Lecturer III in Sport Management.

RETIRING FACULTY

Vic Katch, Ph.D., Professor of Movement Science, retired this spring after 43 years of teaching. Read more about his farewell on pp. 6.

Pat Van Volkinburg, M.S., Associate Dean of Undergraduate Affairs and Clinical Associate Professor of Health and Fitness, will retire in December after 30 years of teaching and leadership. We look forward to her retirement celebration in the spring of 2016.

NEW STAFF

Peggy Sheagren joined us last fall as Executive Director of Budget & Administration.

Emily Mathews joined us last fall as Director of Marketing & Communications.

Shannon Hennessey joined us last winter as Director of Undergraduate Student Affairs.

Jen Oza joined us last winter as Undergraduate Academic Advisor.

DeWoyne White joined us last winter as Undergraduate Academic Advisor.

Ryan Davis joined us this spring as Senior Director of Development.

Ann Travis joined us this spring as Events Coordinator.

Louis Perdue joined us this summer as Assistant Director of Annual Giving.

Dianne Van Hoosear joined us this summer as Administrative Assistant.

Jacque Niven joined us this summer as Director of Human Resources.

Marlon Wright joins us this fall as Associate Director of Development.

STAFF PROMOTIONS

Vanessa Hasseld was promoted this spring to Global Engagement Coordinator and Undergraduate Academic Advisor.

Leona Cranford was promoted this summer to Human Resources and Administrative Assistant.



TURNING THE TIDE

Nancy Erickson, Class of 1966

BY KIM KUNOFF

While Title IX was just being passed into law, the Toledo Troopers—a women's professional tackle football team—were in the midst of winning seven straight National Women's Football League World Championship titles. This past July, alumna **NANCY ERICKSON** (PE, '66), along with her Troopers teammates, was enshrined into the Women's Football Foundation Hall of Fame.

The Troopers' impact on women's sports is often overlooked, and women's tackle football is still taken less seriously than men's (Lingerie League?). The aura of farce around the game is just what the Troopers fought to dispel. Women's semipro football was formed in the mid-'60s as a gimmick by talent agent Sid Friedman; by the mid-1970s, when Erickson was playing with the Troopers, Friedman's Women's Professional Football League had given way to the more legitimate National Women's Football League, the charter lineup of which the Troopers were a part.

Erickson came to the game later, at the age of 35. She had played baseball and softball her entire life, and heard about the Trooper tryouts through a softball teammate in Ann Arbor. Football had always held a fascination for her, but had been inaccessible until now. "It was the one sport that I had not had an opportunity to play as I was growing up. I was thirty five years old, and I knew it was going to be my last chance, so I decided I would play."

"I made the cut. I was 5'3", weighed 135 pounds," recalls Erickson. When the starting right guard was injured, the coach put Nancy in. During her first game as guard, she found herself across from a 6'1", 267-pound woman, and knew she was out of her league.

So Nancy strategized. She used her pull as manager of College Shoe Repair, which did specialty work for the U-M athletic department, to get to Bo Schembechler. "He said, 'Come a half an hour early for practice. I'll let the guys show you something.' I did. I went over and they showed me a club crab lock."

It worked. "'Where did you learn that?' the Troopers' coach asked. I said, 'I went to practice. Bo showed me how, Bo and the boys.' He said, 'Do you know Schembechler?' I said, 'Yeah.'"

While Nancy was driving to Toledo for football practice and breaking sports gender barriers, her lifestyle was not institutionally supported. "It's amazing, not only the social change but the change within people. The girl that I moved here with, was so afraid of somebody finding out that she hardly went out of the house most of the time," she remembers. "You didn't go to bars, you went to somebody's house, but women couldn't buy houses. You had to have mommy and daddy sign because women couldn't afford to have a house. ... Mommy and daddy signed (laughs). Everybody was afraid."

Following her year with the Troopers, Erickson moved to Florida to work as the recreation director for Arcadia, where she started the state's first integrated girls' junior high softball team.

She credits her own experiences as a gay female athlete for shaping her resolve to help others attain their goals. "That's why, I think, we helped other people, because a lot of people don't know where to start to help themselves. If you point them in the right direction they will. If they really have the desire and the ability they will find their way and they do." ■

Left: Nancy Erickson; Right: Nancy (#60) in her Toledo Troopers days

A Multifaceted Approach

New Physical Activity and Nutrition Certificate

The Schools of Kinesiology and Public Health are collaborating on a new Physical Activity and Nutrition Certificate program that launches this fall. It's open to all U-M master's and Ph.D. students who are interested in issues related to the effects of physical activity (and inactivity), nutrition, obesity and metabolic irregularities and their relationship to disease prevention, health promotion, and wellness enhancement. Many of the health problems we face today require a multifaceted approach, and this certificate program provides students with the necessary tools to formulate important solutions. Faculty from Kinesiology and Public Health will challenge students to look at research questions and societal issues from a broader, interdisciplinary lens to create well-rounded leaders with an expanded portfolio of experiences and expertise that will help them integrate knowledge and research in fields such as medicine, physical therapy/rehabilitation, and nutritional sciences/dietetics.

The Centers for Disease Control and Prevention (CDC) has created a Division of Physical Activity, Nutrition, and Obesity to specifically target the roles of physical activity/exercise and nutrition on important obesity-related health issues. The CDC is just one of several government, foundation, non-profit, and for-profit entities that emphasize the important impact of an integrated understanding of physical activity and nutrition for many health outcomes, including those not directly related to obesity (e.g., American Heart Association, "Healthy People 2020," American Diabetes Association, American Cancer Society, Livestrong Foundation). Formal instruction in Physical Activity and Nutrition provides students with outstanding training to become leaders in this growing academic and professional field. To learn more about the Physical Activity and Nutrition Certificate, visit kines.umich.edu/PAN. ■



leading change

Dr. Ron Zernicke Reflects on His Time as Dean

As one of the fastest-growing academic units on campus, the School of Kinesiology often feels to students, faculty, and staff like it's evolving in leaps and bounds, rather than in small steps. When **DR. RON ZERNICKE** became dean in the fall of 2010, it was near the beginning of Kinesiology's new life as a school (2008) and new location at Observatory Lodge (2007). Under his leadership, the school has grown, with rapid increases in faculty, students, and research. As Dean Zernicke prepares to step down on June 30, 2016, we asked him to reflect on his time as dean. Change is not the only constant here, he says: "So are the great people."

Having grown up in a small town about 25 miles outside Green Bay, WI, the persona of Vince Lombardi permeated my formative years. There is a quote of Coach Lombardi's that I like to paraphrase: "The measure of a (school) is in direct relation to its commitment to excellence." The University of Michigan declares to be among the "leaders and best," and each of us should commit to achieve excellence. Our school has and is doing that; and our faculty, students, and staff are committed to excel, as we adhere to five key values: respect, trust, integrity, efficiency, and effectiveness.

Movement Magazine: What has been your greatest accomplishment as Dean of the School of Kinesiology?

Ron Zernicke: When I interviewed for the position, I stated that I would focus on three areas: developing talent, guiding new directions, and promoting and practicing key values. During the past several years, our school has achieved substantial advancements in each of these areas—that tripartite advancement of the school is my "greatest accomplishment" as dean.

Specifically, the school has great people; we have developed and supported current faculty, new faculty, graduate and undergraduate students, and staff—and all are key to advancing the mission of the school. Since January 2010, we have increased the number of tenure and tenure-track faculty by 35%, and in the coming academic year,

we anticipate that increase will approach 50%. Donald Kennedy, former President of Stanford University said "...new faculty are the lifeblood of a great university." Without a doubt, our team of tenure, tenure-track, and clinical professors and lecturers is among the elite in the country and internationally. These faculty leaders have generated a wealth of research and scholarly activity, stimulating a 28% increase in research expenditures since 2008. Student demand to enter our majors—at both the undergraduate and graduate levels—is the highest in the history of the school. Our staff, in large part, has been transformed in the past six years, and our continuing and new staff are vital to the success of the school.

In the past few years, our school has been able to enhance our strengths and be flexible to seize new opportunities. For example, our faculty developed and implemented a new major, Health and Fitness, which is growing with enthusiastic students and a dynamic blend of continuing and new faculty. As well, we have seen the emergence of a new track in the Movement Science major: Intraoperative Neuromonitoring (IONM). From a small pilot program, IONM has attracted increasing numbers of students, and this fall, we anticipate that we will become the first university-based IONM program in the nation.

Having grown up in a small town about 25 miles outside Green Bay, WI, the persona of Vince Lombardi permeated my formative years. There is a quote of Coach Lombardi's that I like to paraphrase:



Kathy Zernicke and Dean Ron Zernicke at last year's alumni tailgate



Dean Ron Zernicke at the 2015 Commencement ceremony

“The measure of a (school) is in direct relation to its commitment to excellence.” The University of Michigan declares to be among the “leaders and best,” and each of us should commit to achieve excellence. Our school has and is doing that; and our faculty, students, and staff are committed to excel, as we adhere to five key values: respect, trust, integrity, efficiency, and effectiveness.

MM: And what about your greatest challenge?

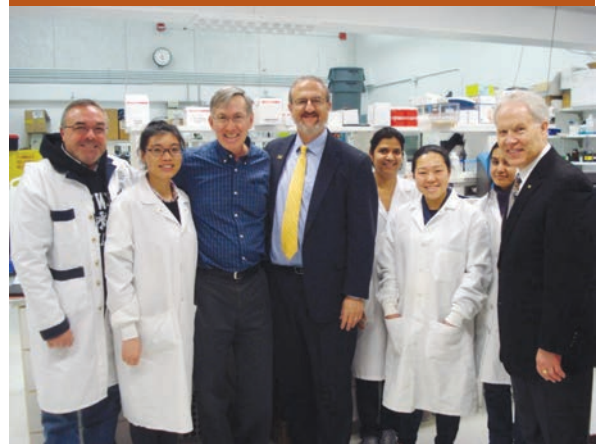
RZ: You’ve heard the phrase, “space...the final frontier.” Undoubtedly, my (and the next dean’s) greatest challenge has been and will continue to be realizing our dream of new space and facilities for the School of Kinesiology—with all our students, faculty, and staff, co-located, in one state-of-the-art building on central campus. The school, finally, was successful in its quest to achieve the status of “highest priority” for new facilities on the University of Michigan campus (approved by the Provost and the U-M Planning Committee). Our collective and enormous challenge in the coming years will be to bring the design and construction of these new facilities to reality.

MM: What’s next for you?

RZ: Upon completion of my decanal duties, I’ll take a one-year administrative leave as I gear up for re-entry as a U-M professor. Complementing my faculty role, I’m eager to co-lead a new initiative on the U-M campus—the Exercise and Sport Science Initiative (ESSI). The vision of ESSI is to conduct research to optimize health, mobility, performance, and quality of life across the lifespan. ESSI will involve cross-disciplinary collaborations among more than 100 researchers and clinicians from schools and colleges across campus and professionals from Michigan Athletics. The goal will be cutting-edge exercise and sport science research and development related to recreational and elite athletes, as well as public health, nutrition, safety, and strength and conditioning. ■

HIGHLIGHTS FROM DR. ZERNICKE’S DEANSHIP

- Tenure and tenure-track faculty has increased by 35%
- Research expenditures have increased by 28%
- Ph.D. program applicants have doubled, and the National Academy of Kinesiology has ranked the program in the national top five
- Master’s and undergraduate applicants are the highest in the school’s history, with a selective acceptance rate (less than 30%)
- The Physical Education program has successfully transitioned into the Health and Fitness program
- The Intraoperative Neuromonitoring (IONM) program is one of the first of its kind in North America, and has started the accreditation process
- The collaboration between Kinesiology and other schools/colleges across campus has never been stronger, with research, teaching, and student group partnerships at Engineering, Ross, LSA, Public Health, Health System, Taubman, and Social Work



Dr. Greg Cartee, U-M President Mark Schlissel, Dean Zernicke and students/staff (in lab coats) in Dr. Cartee’s lab

MONEY & SOCCER

Stefan Szymanski and the Economics
Behind the World's Favorite Sport

By Ann Travis



*Sport Management professor Dr. Stefan Szymanski literally wrote the book on soccer—his bestselling book *Soccernomics* is a seminal work for fans and industry insiders alike. We caught up with Szymanski to discuss his recently published follow-up, *Money and Soccer*, plus his New York Times FIFA op-ed, athlete pay equality, and more.*

Movement Magazine: Can you give us a little background on your studies and how you came to the U-M School of Kinesiology?

Stefan Szymanski: I studied politics, philosophy, and economics at Oxford and then completed my Ph.D. at Birkbeck College, London University. My background is industrial economics, which is about how firms compete in markets, and this led to an interest in competition in English soccer. This is because there is good accounting data for English clubs enabling you to compare on the field performance with financial performance. As a result, I became more and more involved in thinking about how businesses operate in commercial sports environments, which is how I ended up coming to Michigan as a professor of sport management.

MM: What can fans of *Soccernomics* expect to learn from your new book, *Money and Soccer*?

SS: This is (almost) my final word on the economics of club soccer around the world. It's a culmination of years of thinking and data analysis. *Soccernomics* dipped in and out of various topics in the soccer world, but this book aims to give a complete picture. After reading this, you should be able to see the mechanisms at work in any soccer league anywhere in the world—who wins, who loses, and why.

MM: What do you think will make this book as successful as *Soccernomics*?

SS: *Soccernomics* referred to data analysis but didn't provide much of the data to back up the arguments. This book gives more detail on the data behind my analysis (though hopefully in a very approachable way), and I think there is a growing interest in seeing how data is can be applied in sports such as soccer.

MM: Do you think the recent Women's U.S. World Cup win will push pay equality among male and female athletes?

SS: I think equality is going to be largely driven by the size of the audience. Women's Tennis is about as popular as Men's Tennis, and so generates the same level of revenues from TV, ticket sales, etc. With this comes similar levels of prize money. Women's soccer at the moment is far less popular on TV than the men's game and so generates much less money. However, I'm optimistic that the women's game will grow rapidly in the next few years and so increase the amount of money going to the players.

MM: How did your recent *New York Times* op-ed come about? Did you have any hesitation about how the public would react to your opinion?

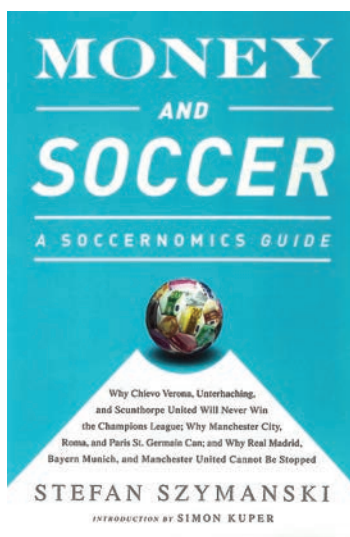
SS: They were interested in an op-ed given my expertise in the field. My own view is that in a field like economics, which is concerned not just with understanding markets but also advising policymakers

on how to regulate markets, it's important for academics to explain their reasoning to a wider audience. Given the popularity of soccer, a lot of people are interested in understanding its economic structure.

MM: Throughout your travels this summer, have you noticed any different cultural reactions to the FIFA scandal? Have any of those reactions changed your opinion on the issue?

SS: I think Europeans and Americans tend to be scandalized by the corruption in FIFA, while the rest of the world wonders what all of the fuss is about. Some people point out that it was bankers from the U.S. and Europe that pushed the world into recession in 2008 as a result of the corrupt business practices, but no one went to prison. Thus people in the west are accused of double standards. Two wrongs don't make a right, but soccer is a highly politicized sport, so sometimes it's hard to get an objective analysis. I think the process of reform in FIFA will be slow and painful; but it is, obviously, necessary. ■

Dr. Stefan Szymanski



Sport for Social Activism

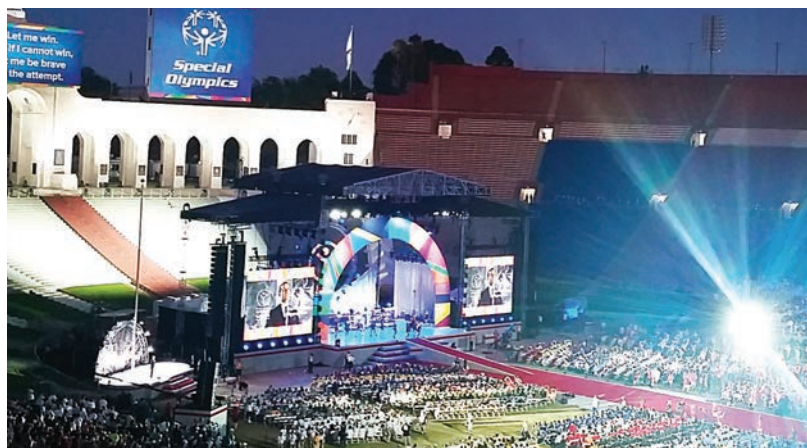
Inside the Doha GOALS Forum

BY EMILY MATHEWS

Whenever events producer and strategic consultant Richard Attias attended the annual World Economic Forum, he noticed that the sport-related sessions were filled to standing-room only. In 2012, this inspired him to launch the Doha Gathering of All Leaders in Sport (GOALS) Forum, a three-day conference that brings industry leaders together to discuss using sport for social change. The forum is usually in Qatar, but this year, for the first time, it was held in Los Angeles. The venue change enabled another first—organizers were able to invite student delegates from 20 North American universities, including the University of Michigan.

The School of Kinesiology sent eight undergraduate students and two Ph.D. candidates to the Doha GOALS Forum in late July. The students saw panelists ranging from Wilfried Lemke, Special Adviser to the Secretary-General of the United Nations on Sport for Development and Peace; Olympic medalists Carl Lewis and Nadia Comaneci; NBA player and activist Dikembe Mutombo; and journalist and Special Olympics board member Maria Shriver. They even met Olympic gold medalist (and fellow Wolverine) Meryl Davis, who was on the “Girl Power: Equal Opportunity in Sport” panel. “It’s a rare opportunity to hear people of this caliber speak,” says Ph.D. student Stephanie Gerretsen, who attended the forum. “It reaffirmed our passion for being in Sport Management and wanting to work in the sports industry.”

Students were also able to attend a special program on fostering social inclusion through sport, which was co-presented by the Doha GOALS Forum and the Special Olympics. At the end of the day,



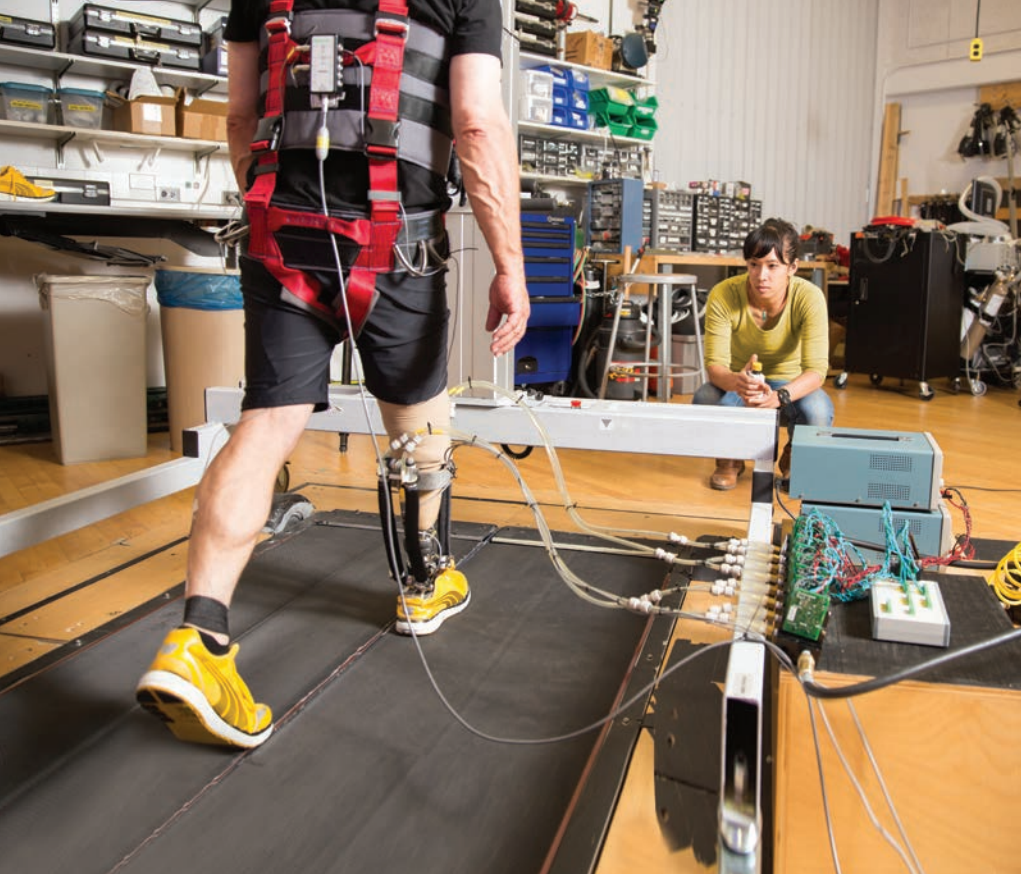
Special Olympics opening ceremony

everyone boarded a shuttle to catch the Special Olympics opening night ceremony, which featured 6,500 athletes representing 165 countries, as well as remarks by First Lady Michelle Obama.

The forum was rounded out by a panel on athletes and social activism, which focused on the roles athletes can play in breaking down barriers for minorities. “Della Britton Baeza from the Jackie Robinson Foundation discussed how to use sports to provide scholarships to underserved communities,” Gerretsen says. “And then Olympic medalist John Carlos talked about using the 1968 Olympics in Mexico City as a platform for civil rights...it was really inspirational.” ■

Olympic Silver medalist Elana Meyer (in pink) runs with Sport Management students Jordan Gertzman (in blue) and Aron Liebig (in maize) © DOHA Goals 2015





Dr. Ferris' lab

Drs. Ferris and Seidler Awarded MiBrain Grants

Dr. Dan Ferris and Dr. Rachael Seidler, both professors of Movement Science, received \$100,000 grants from the University of Michigan MiBrain Initiative in late July. Developed in response to a federal call to boost understanding of the complexities of the brain through development of new technologies, the MiBrain Initiative challenges U-M faculty to propose innovative, high-risk strategies to study neural circuits, leading to a better understanding of emotions, movement, and cellular diversity. Out of the 31 proposals submitted, only 11 were chosen for funding.

Dr. Ferris and co-PI Dr. Euisik Yoon, from the Department of Electrical Engineering and Computer Science, will research "A Novel Electroencephalography System that is Free from Motion Artifacts." The goal of the project is "to develop an innovative new electroencephalography (EEG) system that can record electrocortical activity completely void of motion artifacts," Ferris says. "The proposed EEG system would allow for better basic science studies on humans during walking and running, and will be able to improve clinical diagnoses of movement disorders."

Dr. Seidler and co-PI Dr. Catherine Sienko, from the Department of Mechanical Engineering, will research "Multisensory Integration and Reweighting Dynamics." "Our goal is to study integration of vestibular, visual, and tactile somatosensory inputs in human subjects using cutting-edge functional MRI analytical techniques," Seidler says. "This may lead to new interventions for those with sensory deficits that affect functional motor control, such as the balance impairments seen in those with diabetic sensory neuropathy or older adults with vestibular dysfunction." ■

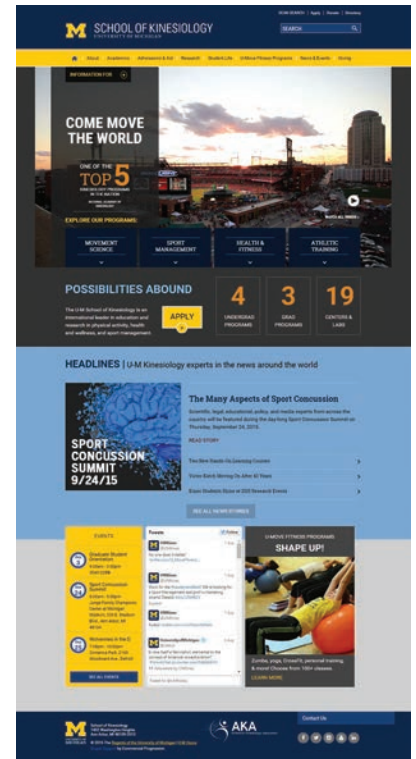


Dr. Seidler (right) and student

Get Social With Us

Use your smartphone, tablet, or computer to stop in for a virtual visit at our brand-new website,

kines.umich.edu.



Join the conversation on social media at



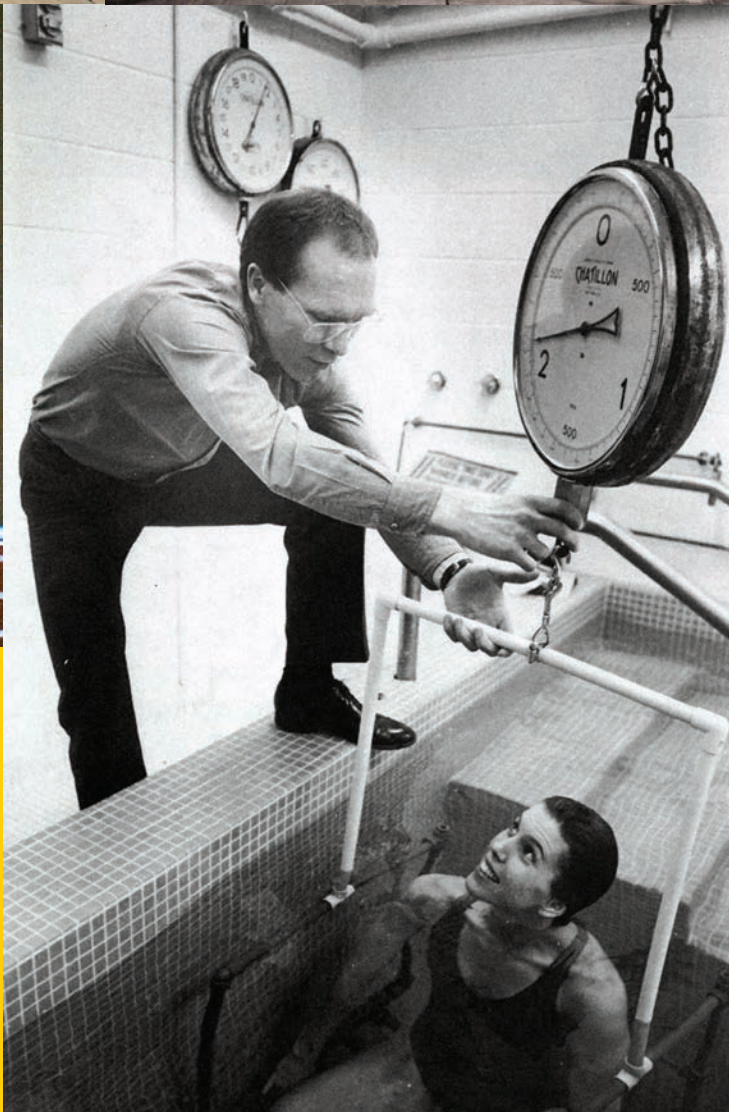
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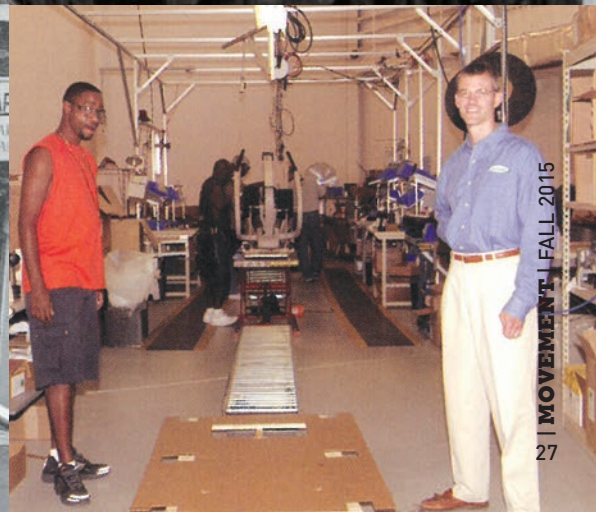
#TBT

120 YEARS OF MICHIGAN KINESIOLOGY IN PHOTOS



(Clockwise from top left) 1895: Field hockey in Waterman Gym. U-M Library Digital Collections. Bentley Image Bank, Bentley Historical Library; Undated: Dr. George May (second row, standing at far left) was the first director of Physical Education at U-M (from 1901-1942); 1990: Mike Spitz (M.S. '85) and Karen Nau White (B.S. '82, M.S. '85, M.S.P.H. '90, Ph.D. '94) test the underwater weighing equipment in the Behnke Body Composition Research Laboratory; 1985: Professor Joan Farrell (Ph.D. '67) presents Professor Pat Van Volkinburg (M.S. '85) with the Hunsicker Award

(Clockwise from right) 1949: Modern Dance Physical Education class. U-M Library Digital Collections. Bentley Image Bank, Bentley Historical Library; 1931: Women's Physical Education chair Margaret Bell (far right) welcomes students to Freshman Week; 1925: Gretta Mae Adams Burchfield (PE '25, M.S.P.H. '30), third from left, and the women's basketball team; 2003: Larre Atkins, Assembly Technician, and Mark Hildebrant (M.S. '92), VP of Research and Development, in the NuStep manufacturing plant; 1999: Rachel Stern (SM '99), Lawrence Thaler (SM '99), and Assistant Professor Keith Harrison travel to London to speak at a conference; 2007: Katy Jackson (PE '07), Monica Dunn (PE '07), Sarah Thies (PE '07) and Katie Hamilton (PE '07) at Commencement





Movement Science freshmen Elizabeth Weeks and Ben Roskiewicz

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