

movement

BUILDING A

FASTER
HEALTHIER

ATHLETE
COMMUNITY

BETTER

WORLD

STRONGER
BIGGER

BUSINESS
STADIUM



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Charting Our Course

Collaborating on Kinesiology's Strategic Vision



On July 1, 2016, I was thrilled to officially join the University of Michigan School of Kinesiology as its new dean. As I've walked through our halls, classrooms, offices, and labs, everyone I've met has spoken in some way about the future of our school – how we'll craft our strategic vision; evolve our curriculum; grow our programs and research. How we'll actualize the plans we've hatched and dreams we've nurtured. Who we will be as a school.

I invite you, the students, faculty, staff, alumni, and friends of our school, to collaborate with me on the challenging and fun work ahead of us. Our identity is a shared one. We will all benefit from a strategic vision that incorporates and celebrates the diverse interests, research, coursework, and priorities of our undergraduate and graduate programs.

In turn, our local and global communities will benefit from the ideas, methods, and solutions that result from our teamwork. Our world needs to solve complex problems such as obesity and sport-related injuries, generate innovative ways to create sustainable and healthy communities, and accelerate business growth and urban redevelopment through sport. Our extremely talented faculty, students, and alumni will lead the charge through their intellectual curiosity, hard work, and tenacity.

There's much to do, and research, and learn, and discuss, and share. I hope you'll join me in charting our school's new course. I'm confident that *together* we'll build something stronger, bigger, and better than we ever could have imagined by ourselves.

A handwritten signature in black ink that reads "Lori Ploutz-Snyder". The signature is fluid and cursive.

Lori Ploutz-Snyder, Ph.D.
Professor and Dean
School of Kinesiology



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By The Numbers*

**Numbers reflect 2015-2016 data in comparison to 2014-2015 data*

***Pending final counts from the Provost's Office*

21%

INCREASE IN UNDERGRADUATE APPLICATIONS

1ST

ACCREDITED UNDERGRADUATE IONM PROGRAM IN THE WORLD

350+

STUDENTS SERVED BY THE NEW KINESIOLOGY CAREER DEVELOPMENT CENTER (CDC)

Read more on pp. 27

\$9.3m

IN RESEARCH EXPENDITURES

5

 CONSECUTIVE YEARS OF INCREASES

\$251,500

IN SCHOOL SCHOLARSHIPS AWARDED TO STUDENTS

↑ 114%

INCREASE IN GRADUATE APPLICATIONS

5

HANDS-ON LEARNING COURSES FUNDED BY A U-M TRANSFORMING LEARNING FOR A THIRD CENTURY (TLTC) GRANT

80

DONORS, FACULTY, STAFF, ALUMNI, AND STUDENTS CONTRIBUTED TO OUR 24-HOUR GIVING BLUEDAY CAMPAIGN

3

ROLLED OUT IN 2015-16 ACADEMIC YEAR

25:1

STUDENT-TO-FACULTY RATIO

Read more on pp. 34

#3

KINESIOLOGY PH.D. PROGRAM IN THE U.S. (NATIONAL ACADEMY OF KINESIOLOGY)

63

STUDENTS PARTICIPATED IN EDUCATION ABROAD PROGRAMS**

7

COUNTRIES VISITED (CHILE, CZECH REPUBLIC, ISRAEL, ITALY, NEW ZEALAND, SPAIN, AND THE UNITED KINGDOM)

2

NEW RESEARCH LABS

- ENVIRONMENT AND POLICY LABORATORY

- MUSCULOSKELETAL BIOMECHANICS AND IMAGING LABORATORY

Read more on pp. 5 and 10

PUTTING THE **PLAY** BACK IN **PLAY**GROUND

The Environment and Policy Laboratory

BY EMILY MATHEWS, DIRECTOR OF MARKETING AND COMMUNICATIONS

Dr. Natalie Colabianchi, associate professor of health and fitness, is an environmental activist – but not in the way you'd first think.

Her Environment and Policy Laboratory measures and analyzes the physical spaces where individuals work, play, and live. Factors such as community walkability, close proximity to parks and playgrounds, and access to affordable healthy food contribute to increased physical activity, health, and wellness across a population's lifespan. Our environment and our health are intertwined – as goes one, so goes the other.

Colabianchi uses a variety of cutting-edge measurement techniques, including a NASA-developed imaging system to document neighborhood attributes, accelerometry to objectively measure physical activity, and mobile phone apps to quantify daily lived experiences. She and her team then analyze the data to determine trends and to predict behav-



"Everyone should have the opportunity to grow up healthy."

DR. NATALIE COLABIANCHI

iors and outcomes. So far, they've collected and analyzed a terabyte of data. (To give you an idea of size, that's equal to 1,000 copies of the *Encyclopedia Britannica*.)

Colabianchi is currently working on five National Institutes of Health (NIH)-funded research projects, all of which examine how physical and social environments affect an individual's health and/or physical activity. Her most recent NIH grant, awarded in February for \$2.5 million over four years, examines how environmental factors contribute to racial and geographical disparities in stroke risk. This is the first study of its kind.

Colabianchi's research has also examined school factors that can affect physical activity levels, including after-school

programs, playground features, and walk to school programs, as well as community characteristics such as walkability, park availability/features, and safety.

Community organizations, city planners, and policy makers have all used her data as a springboard to renovate playgrounds, add green spaces to low-income neighborhoods, and, perhaps most importantly, get policies enacted.

Equal parts epidemiologist, social scientist, and biostatistician, Colabianchi recognizes that her research can have a very real impact on people's lives. Her first NIH grant involved working with children in public housing to understand how their environment affected their physical activity levels. This experience confirmed the importance of conducting research that would help achieve "health equity," which strives for the highest level of health for all people, regardless of their background, identity, or status. This is perhaps the single biggest motivator behind her work. "Everyone should have the opportunity to grow up healthy," she says, quietly but emphatically.

Colabianchi acknowledges that environmental inequities are intertwined with other deep-rooted issues, but she is determined to help change them, day by day, year by year, dataset by dataset. "Providing safe, equitable environments that support healthy living is something we should all be able to rally around," she says. "Any steps we can take to improve health across the spectrum will be beneficial to everyone." ■





/ DIVERSITY / EQUITY / INCLUSION /

Above (L-R): Students from HBCU partner Hampton University; Campus Day in Detroit; Demographically diverse high school recruitment at Lincoln Park High School in Chicago, IL. Below (L-R): Central Intercollegiate Athletic Association (HBCU) Graduate Recruitment Fair; Members of the Kinesiology Diversity and Inclusion Network (KDIN). Bottom (L-R): Kinesiology faculty and staff at MLK Reception; Kinesiology "Kickback"; Kinesiology Research Showcase.





BY DR. KETRA ARMSTRONG, ASSOCIATE DEAN FOR GRADUATE AFFAIRS, DIRECTOR OF DIVERSITY, EQUITY & INCLUSION, AND PROFESSOR OF SPORT MANAGEMENT

The U-M School of Kinesiology celebrates and is committed to the ideals of diversity, equity, and inclusion. We believe they enrich the learning environment and enhance our school's innovation and overall productivity. Through our programs, policies, and practices, we are dedicated to creating a positive and supportive climate for all individuals to thrive. In the spirit of team, our motto is KIN – ALL IN!

We're in the process of creating a comprehensive strategic plan for diversity, equity, and inclusion and will share it with you once it is finalized. In the interim, here's a brief overview of some of our efforts and initiatives during 2015-16 academic year to encourage, inspire, and equip our faculty, staff, and students to promote diversity, equity, and inclusion in Kinesiology.

Diversity Student Recruitment

Kinesiology faculty, staff, and students participated in various demographically diverse recruitment fairs/events to meet with students and share with them undergraduate and graduate opportunities in our school.

HBCU Alliance

Kinesiology faculty and graduate students participated in two collaborative research, outreach, and engagement activities with faculty and students from two of our Historically Black Colleges and Universities (HBCU) Alliance partners: Hampton University and Johnson C. Smith University. *This initiative was co-sponsored by a Rackham Enhancing Diversity in Graduate Education Grant.*

Kinesiology Diversity and Inclusion Network (KDIN)

To engage and empower our students to be advocates and champions of diversity and inclusion, we launched the Kinesiology Diversity and Inclusion Network (KDIN). KDIN is comprised of a demographically diverse group of undergraduate and graduate students from various Kinesiology disciplines.

Kinesiology "Kickback"

Kinesiology hosted an end-of-the semester activity with food, fun, and games to provide our students with an opportunity for dialogue and engagement about diversity, equity, and inclusion.

Research Showcase

To celebrate ideological and disciplinary diversity within Kinesiology, we offered a research showcase featuring the research/scholarly activity of our graduate and undergraduate students.

Inclusive Teaching

In an effort to encourage faculty to infuse diversity into all of Kinesiology's courses, a session on inclusive instruction (i.e., diverse course content and course delivery) was presented at the Kinesiology teaching faculty orientation.

Spectrum Center LGBTQ Ally Development Training

Spearheaded by the Office of Undergraduate Student Affairs, we offered a U-M Spectrum training session to equip our faculty and staff to be allies for individuals identified as lesbian, gay, bisexual, transgender, and queer. The training elicited rich dialogue and discussion. *This endeavor was a Kinesiology Dialogue on Diversity initiative.*

MLK Symposium: WhoWillBeNext: #WhyNotUs Kinesiology as Social Change Agents

Building on the U-M theme, we hosted an MLK Symposium to stimulate dialogue about social justice and how Kinesiology faculty, staff, and students could be social change agents. The KDIN students were the featured speakers, and the event was well attended by various campus and community guests.

Some Men: Feminist Allies and the Movement to End Violence Against Women

Kinesiology co-sponsored (with the Institute for Research on Women and Gender, Women's Studies Department, School of Social Work, and the Sport, Health, and Activity Research and Policy Center) an engaging lecture presentation and discussion event by Dr. Michael Messner, professor of sociology and gender studies at the University of Southern California. *This endeavor was a Kinesiology Dialogue on Diversity initiative.*

If you are interested in contributing to/participating in our diversity, equity, and inclusion efforts, please email kines-dei@umich.edu. ■



A Mentorship Life

John Rotche, Class of 1990

BY EMILY MATHEWS, DIRECTOR OF MARKETING AND COMMUNICATIONS

Recruiters across the country were courting John Rotche (SM '90) throughout his promising Chicago high school football career. But when the linebacker became quadriplegic after a practice tackle gone wrong, only true-blue Michigan continued to call. “Coach Schembechler still wanted me on the team. As an 18-year-old with a severe injury, that was a great shot of hope and inspiration,” Rotche recalls.

The road to recovery was long, but Rotche traveled it with determination and focus, working hard against the odds to regain full functionality of his arms and legs while dealing with the everyday stress of being a busy U-M student. “The day I graduated, we were sitting outside Brown Jug and my dad pointed at an Ann Arbor News bin,” Rotche remembers. “We looked inside and saw the headline,

‘Learning to walk was U-M student’s first step toward earning a degree,’ with a picture of me. I wanted to be a big-time college football player and pro football player, and when all of that ended on one hit, my life took a different path. So when my dad saw that out of the corner of his eye, his son on the cover of the Ann Arbor News talking about just learning to walk again, as I’m on my way to get my diploma...that’s my favorite Michigan memory.”

Rotche’s immediate post-graduation goal was to create a program within Michigan Athletics to give students a chance to experience what he did – being part of a close-knit, fast-paced, high-achieving team. Team Blue, as it came to be known, provided U-M students with hands-on, real-world job experience within the Michigan Football program.

Once Team Blue got off the ground, Rotche participated in an accelerated management program at Domino’s Pizza. “I started out delivering pizza,” he says with a smile, eventually working his way up to Ann Arbor Area Manager, overseeing Domino’s founder and CEO Tom Monaghan’s home stores. Rotche would ride around town with Monaghan, talking shop – and life. “Those were really formative years for me,” he says, “because Tom is such an iconic man in franchising. He became my mentor.”

After Monaghan sold Domino’s, Rotche was recruited by Krispy Kreme to help expand their brand. He was part of



the team that took the company public, resulting in rapid national and international growth in the early 2000s.

In the meantime, Rotche's brother-in-law persuaded him to buy his air duct cleaning business. Now named DUCTZ, the business grew in leaps and bounds due to a solid franchising strategy coupled with a large contract with the City of New Orleans for post-Hurricane Katrina clean-up. Rotche ultimately grew DUCTZ to be the nation's largest air duct cleaning company.

After selling DUCTZ to Belfor, a multibillion-dollar property restoration company, Rotche's entrepreneurial itch struck again. He launched his next business, HOODZ, which he grew into the nation's largest kitchen hood cleaning company.

Soon after the sales of DUCTZ and HOODZ, Rotche was named Entrepreneur of the Year by the International Franchise Association, joining a very elite group of franchisors such as Fred DeLuca (Subway), JW Marriott (Marriott Hotels), Frank Carney (Pizza Hut), and Tom Monaghan himself.

John Rotche's advice to students: "Operate with integrity, trust in yourself and others, and surround yourself with great people."

"I was lucky to have two franchise icons, Tom Monaghan and David McKinnon [founder of Molly Maid, Mr. Handyman, and 1-800-DryClean], as mentors," Rotche says. "But what about all these other young franchisors who don't have access to some of the industry's best and brightest?" He decided to create Franship, a mentorship program for the International Franchise Association.

In 2012, Rotche was offered the opportunity to become president and partner of Kansas City-based TITLE Boxing Club, which had 10 locations at the time. Rotche immediately relocated the company to Ann Arbor and has since grown the company to 160 open units, with another 250 under development. In 2015, Inc. magazine ranked TITLE Boxing Club as the Fastest Growing Franchise Company in America for increasing its revenue from \$2 million to over \$70 million. Rotche has since inked an agreement with the iconic boxing leader Everlast to expand the TITLE Boxing Club brand internationally under the name Everlast Fitness.

Rotche's time at Franship and TITLE Boxing underscored his passion for mentorship. He wanted to share his knowledge with other companies, too, so he decided to create Franworth, a franchise development and management



company located in downtown Ann Arbor. In one short year, Franworth has become the partner and franchising parent company to TITLE Boxing Club, spavias day spas, Kalamata Greek Grill, The Lash Lounge, and Ann Arbor's own Sweetwater's Coffee and Tea.

Even with all these irons in the fire, Rotche still has time to help his old friend and teammate, Coach Jim Harbaugh. "When he came back, we started talking, Rotche says." "I'm a student of leadership, and Jim is such a proven leader and innovator, so I told him that I'd love to volunteer my time in hopes of learning from him and hopefully creating some value add for the team." Together, Harbaugh and Rotche resurrected Team Blue after a 25-year hiatus. This year, more than 80 students, many of them from the School of Kinesiology, are interning for credit with Michigan Football. The application process is highly competitive, and selected students are placed in one of nine areas within the program – anywhere from performance science to event management. Rotche also serves as Harbaugh's associate director of football operations.

Rotche's long track record of success is driven by his boundless energy – which is almost palpable when you meet him in person. So how does he sustain it? "Number one: I have so much fun doing what I do," Rotche says. "And there's a common thread of mentorship running through all of it. I believe the two greatest moments in a person's life are the day they're born and the day they understand why. I look at all the people who have helped me, and I know I can help other people. There's this sense of satisfaction and purpose."

As befitting a former football player and Michigan Man, it's also all about the team for Rotche. He is careful to find colleagues who he can rely on and who complement his strengths. "There's starters and there's finishers. I'm a really great starter. So I've been able to surround myself with incredible finishers and executors. At the end of the day, we have this uncontested level of trust with one another, and so we're able to do great things together." Bo would be proud. ■

Top left: Rotche at the top of the Franworth Building. MLive.com and The Ann Arbor News photo by Junfu Han. March 18, 2016. © 2016 MLive and The Ann Arbor News. All rights reserved. Used with permission of MLive and The Ann Arbor News. Below left: John Rotche speaks to Team Blue members earlier this year. Above: Rotche, far right, and the first Team Blue in 1991.



New Frontiers in Breast Cancer Rehab

BY PRATIKSHA MENON

Dr. David Lipps, assistant professor of movement science and director of the Musculoskeletal Biomechanics and Imaging Laboratory, hopes to fill a hole in current cancer rehabilitation research with help from a \$120,000 grant from the Susan G. Komen Foundation. Dr. Lipps spoke to *Movement* about his work on recovery in breast cancer survivors.

Movement Magazine: Could you tell us a bit about your research?

David Lipps: We are interested in exploring why some women develop shoulder impairments after completing treatment for breast cancer. The current study is looking to better quantify the types of shoulder impairments that breast cancer patients develop after they complete radiation therapy. The first thing we use is a robotic device that measures shoulder stiffness. This allows us to repeatedly and reliably measure how shoulder stiffness changes after radiation therapy. The second thing we use is an ultrasound device that has a special mode called shear wave elastography to measure muscle stiffness. We are imaging the shoulder musculature by looking at the pectoral and posterior shoulder muscles. Combining these devices, we see how the treated shoulder reacts to radiation therapy. Additionally, we observe how the individual muscles which get incidental radiation are changing over time. We are looking at two different types of radiation. Women with early stage breast cancer may only need radiation therapy to the breast alone. However, women who have a positive sentinel node biopsy may require expanded radiation fields that treat the draining lymphatics. We are hypothesizing that these women are likely to have greater shoulder issues because the expanded field will expose more musculature to radiation.

MM: How does restricted upper-body mobility affect patients on a day-to-day basis?

DL: Patients have issues raising their arm upwards and to the side. Trying to reach up and grab something off the top of their cabinets can be difficult. They also have a lot of issues with internal rotation of their hands behind their backs, which is a vital movement for putting on a bra.

MM: What drew you to this research?

DL: Cancer rehabilitation in general is underrepresented in the rehabilitation field and it's surprising considering there are 14.5 million cancer survivors in the U.S. There are a lot of people who develop physical morbidities following invasive treatments like radiation therapy or surgery. There is a greater amount of basic and applied research being performed in the more traditional rehabilitation fields like stroke or spinal cord injury when compared to cancer rehabilitation. This is surprising when you consider there are nearly three times as many cancer survivors as stroke survivors. Most cancer research focuses on eradicating cancer. As we are now becoming proficient at detecting care early and having patients survive longer, we need to address the knowledge gap regarding the best clinical practices to rehabilitate cancer patients and restore their quality of life.

MM: How do you involve students in your research?

DL: My Ph.D. student Josh Leonardis and I are running the experiments, and we get substantial assistance from three Kinesiology undergraduate students. The undergrads in the lab have been great. They are always there to help us set up the experiment and prepare the ultrasound machine. The experiment runs much smoother with their presence.

MM: What are the results you are hoping to achieve with this research?

DL: I am most interested in discovering ways to detect which patients are most likely going to need rehabilitation so we can prospectively enroll them in rehabilitation before they start having actual symptoms of pain or restricted mobility. The ultrasound technology that we're using could potentially have diagnostic value in detecting the needs of cancer survivors much earlier. We're also hoping that some of our work on breast cancer rehabilitation can be repurposed to study rehabilitation from other cancers, including head and neck cancers. Once we become more proficient at detecting which patients need cancer rehabilitation, we will then begin to investigate effective rehabilitation strategies for these patients. ■

Photo: Dr. David Lipps (second from left) and students (L-R) Amani Alkayyali, Bhillie Luciani, and David Desmet get equipment ready.

The Katarina T. Borer Lectureship in Exercise Endocrinology and Metabolism A TRIBUTE TO 40 YEARS OF RESEARCH

BY LOUIS PERDUE, ASSISTANT DIRECTOR OF DEVELOPMENT

The School of Kinesiology is proud to announce our first lectureship, made possible through the generosity of Dr. Katarina Borer, professor of movement science, and her husband Dr. Paul Wenger. The Katarina T. Borer Lectureship in Exercise Endocrinology and Metabolism at the U-M School of Kinesiology will promote interest and scholarship in this rapidly growing field by providing a forum for the presentation of cutting-edge research. The inaugural lecture will be held on Friday, October 14, 2016, at 3 p.m. and will feature guest speaker Dr. Wendy Kohrt, who will present “Exercise and Bone Health: All That It’s Cracked Up To Be?”

Borer and Wenger wanted to establish the lectureship as both a tribute to Borer’s 40 years of research in the field of exercise endocrinology and as a mechanism to encourage interest in the specialty. Endocrinology is generally not considered as important as research in the field of metabolism, according to Borer. “Most people focus on metabolism – what happens physiologically when you get fed, when you become diabetic. But, most of metabolism is controlled by hormones,” she says. “Hopefully, the lectures will stimulate conversation within the research and medical communities to discuss the effects of exercise and diet on hormones.”



*Dr. Paul Wenger and
Dr. Katarina Borer*

Borer has been a School of Kinesiology faculty member since 1977. She first became involved in her research while studying the effects of exercise on skeletal growth and weight gain in hamsters. She developed assays to measure hormones that stimulated that growth in collaboration with Dr. Robert Kelch, pediatric endocrinologist and then-chair of pediatrics at the U-M Health System. In the 1990s, Borer also began examining the hormonal effects of exercise on energy regulation and appetite in post-menopausal women. Borer has a lifetime of research articles and published an integrative overview of the interaction of hormones and exercise in two books, *Exercise Endocrinology* (Human Kinetics 2003) and *Advanced Exercise Endocrinology* (Human Kinetics 2013). The School of Kinesiology features both research and courses in the



Borer in the Exercise Endocrinology Laboratory

hormonal effects of exercise in health, diabetes, and obesity at the cellular, tissue, and whole-body level led by several faculty, including Borer herself, Dr. Jeff Horowitz, and Dr. Greg Cartee.

“The Katarina T. Borer Lectureship in Exercise Endocrinology and Metabolism is an exciting event for the School of Kinesiology and all of the University of Michigan,” says Cartee, the school’s associate dean of research. “This annual lecture will create an important opportunity for renowned scholars to propagate Professor Borer’s passion for discovering and understanding how exercise can exert such remarkable influence over so many of the energetic and hormonal processes that determine human health and functional abilities.”

Dr. Wendy Kohrt, professor of geriatric medicine at the University of Colorado, will be the speaker at the inaugural event. Kohrt has been involved in a multitude of studies on the endocrine influences on musculoskeletal physiology and holds several directorships, among them director of research for geriatric medicine and the director of investigations in metabolism, aging, gender, and exercise. She is a Distinguished Alumna of the University of Wisconsin at Stevens Point and received a citation award from the American College of Sports Medicine. ■



BEYOND THE BOARDROOM

THE SPORT BUSINESS ASSOCIATION

BY ALLY FUTTERMAN (SM '16)

SBA at Big Ten Network

Like some of my fellow Kinesiology alumni, I did not spend all of my undergraduate time as a Kinesiology student. While in the process of my cross-campus transfer application, I came across the Sport Business Association (SBA). My dreams of being a sport broadcaster seemed to be dying down and I was looking for my next move, hopefully still in the realm of sport. I told myself: “Okay, I’ll take SM 203 (Introduction to Sport Management) and then evaluate if I want to continue with this thing called ‘sport business.’” Like so many people who have taken that class, I was hooked on the first day. However, I was reluctant to apply to the Sport Business Association as an LSA student. But I didn’t come to Michigan to be too scared to do anything.

I still remember the first SBA event that I went to: the annual alumni panel. I was astounded by the knowledge and experience that the alumni brought to the table. I was particularly struck by one alum present, Daniel Schachne (SM '10, former SBA president). At the time he was working for the NBA, and I was so impressed by how far he had come in the few years he had been out of school. I knew he was someone that I wanted to aspire to be like. Openness has always been one of SBA’s core values, so with that in mind, I reached out to Daniel. It was one of those “I have no experience but I need an internship, please give me advice” calls. Daniel spent thirty minutes on the phone with me. Why would an established professional help out a college kid with no experience and no clue about the industry? Because I was in SBA.

I believe SBA’s greatest strength is the vast opportunity it provides. One of those incredible opportunities goes beyond the city limits of Ann Arbor. Two or three times a year, SBA students travel across the country to expand their minds and learn from the pros. From New York, to Los Angeles, to Chicago. Among the most memorable for me was the New

York trip in the fall of 2015. Under no other circumstances would I have expected to find myself in the presence of the people who bring companies like Madison Square Garden and Major League Soccer (MLS) to life. Not to mention, getting Q&A time with the commissioner of MLS, Don Garber. The other trips that SBA take are star-studded as well, visiting companies such as Gatorade in Chicago, the Los Angeles Angels in Anaheim, and the Los Angeles Olympic Bid Office. SBA members have a great opportunity to learn how the sport industry works on these company



SBA in Chicago: Ally Futterman (SM '16), Sydney Raguse (SM '16), Toby Sota (SM '16), Jenna Beaugrand (SM '16), Jordan Gertzman (SM '18, B.B.A. '17), Jacob Schreiman (SM '17), Shane Decker (SM '18), Max Rotter (Stats '17), Kim Hoey (BCN, Comm '17), Delaney Jodice (SM '18), and Linsday LaForest (SM '19, B.B.A. '19)

visits. I always found the company employees telling their stories to be the most intriguing part. Everyone has a different path to where they’re going, and that’s important for students to hear firsthand.

In the beginning of the second semester of my senior year, amidst some leadership transition, Jordan Gertzman (SM '17, B.B.A. '18, current SBA president) and Jake Goldberg (SM '16, former SBA president) sat me down to talk about the possibility of my becoming vice president for

the remainder of my time at U-M. It was a meeting that a younger Wolverine version of myself never thought would happen.

Serving as VP was eye-opening. I thought I understood how the organization ran by serving on the executive board for the past few months, but I learned so much more from this new leadership role. I got to see the organization from another lens. Being at the forefront of 200-something 18-22 year olds is never a simple task. However, it allowed me to discover my strengths and weaknesses as a leader in such an important and humbling way.

There are standards in SBA. The biggest standard is the level of professionalism expected. Being a step above the rest in the way you carry yourself: being a major league player while still in the minor leagues. This is especially expected when dealing with high-profile events. In March, SBA pulled off one of the coolest events to date: the Jeff Gordon Q&A. He was in town for the launch of the of the five-year

partnership between U-M and Axalta Coating Systems (his sponsor). While the event was in the middle of the day due to Gordon's crazed schedule, the turnout was excellent. I wasn't sure what to be more impressed by: Jeff Gordon's knack for the world of sport business or Jordan's grace and interview skills with this huge celebrity.

To me, being a member of SBA has meant lasting friendships and invaluable opportunities. I am forever in debt to the people in SBA who believed in me and have become the greatest of friends. I'm also forever grateful for the opportunities to network, learn, and understand. Opportunities that I would not have had if I had not been a member of SBA during my undergraduate career.

As I'm sure most new college graduates can agree, there's nothing quite as scary as entering the world on your own for the first time. Yes, I'm scared. However, I know that I have the tools to succeed, largely in part to the Sport Business Association. ■

Goodbye U-Move, Hello KCP

BY JEAN HUNT, WEB CONTENT ADMINISTRATOR

For more than three decades, U-Move Fitness, under the aegis of the School of Kinesiology, offered group fitness classes to members of U-M and local communities. Effective May 1, management of these classes was turned over to U-M Rec Sports' Group X program.

Now rebranded as Kinesiology Community Programs (KCP), it retains its other programs, including:

- KidSport Summer Camp (formerly KidSport)
- KidSport Clinics (formerly U-Meet the Athlete)
- Lifetime Fitness
- The annual Health & Fitness Teacher Workshop (formerly PE Teacher Workshop)

KCP also manages a few physical activity and first response classes:

golf, tennis, swimming, and CPR/AED/first aid. Some of the swim classes may be taken for academic credit. All are open to the public, as well as the U-M community.

"KCP will continue to serve the University of Michigan and greater Ann Arbor area through the community programs they've come to know and love over the past 35+ years," says Kerry Winkelseth, KCP director and School of Kinesiology instructor.

"We're proud of our commitment to offering quality physical activity options to people of all ages and stages in the fall of upcoming KCP sessions and register at bit.ly/KCPprograms.

Learn more about KCP at kines.umich.edu/KCP.

Read FAQs about the U-Move-to-KCP change at bit.ly/21js6bC.





PAT VAN

BIDS ADIEU

BY JEAN HUNT, WEB CONTENT ADMINISTRATOR

Clinical Associate Professor Emerita Pat Van Volkinburg (known to friends and colleagues as “Pat Van”) spent a total of 32 years in the U-M School of Kinesiology. She arrived as a master’s student and retired in December 2015 as the associate dean for academic programs.

Although she was a high-level administrator – with demanding, often difficult responsibilities – Van Volkinburg was also known for her empathy and sense of humor, manifested by a corner office populated with porcine tchotchkes.



Originally from Queens, NY, by way of Grand Haven, MI, Van Volkinburg graduated with a degree in physical education from Western Michigan University (WMU) in 1970. She did her student teaching while her husband, John, was in Vietnam. After receiving her teaching certificate, she taught elementary and secondary physical education in Dowagiac and Wayne-Westland public schools.

Pink-slipped during an economic downturn, Van Volkinburg then got a job at U-M – first as a secretary in Housing, then as a physical therapy assistant with University Health Service (UHS). Her PT colleagues at UHS, some of whom were School of Kinesiology alumni, suggested she pursue a graduate degree at U-M as well. So she did, earning her master's in kinesiology – and the Paul Hunsicker Award for superior scholarship and professional promise, to boot – in 1985.

Van Volkinburg was hired by then-director of the Division of Kinesiology, Dee Edington, to teach PE classes and manage the Adult Lifestyle Program (which morphed into U-Move Fitness, and recently Kinesiology Community Programs – see pp. 13), which had been organized and run by Phyllis Weikart (M.A. '57, who recently passed away – see pp. 26). Coincidentally, Van Volkinburg remembers Weikart as the coach of an opposing field hockey team (U-M) when she played for the WMU Broncos.

Van Volkinburg also originated Kinesiology's KidSport program and co-created the PE Workshop (now known as the Health and Fitness Teacher Workshop) – programs that have run continuously for 27 and 22 years, respectively.

In addition to teaching and advising the division's PE majors and student teachers, in 1999 Van Volkinburg was named director of academic programs upon the retirement of Joyce Lindeman (M.A. '66). In this position she managed curriculum, oversaw the Office of Student Services (now the Office of Undergraduate Student Affairs), and resolved a number of student and faculty issues. She was instrumental in launching the athletic training major in the late 1990s, and in managing the transition between physical education and health and fitness programs in 2013.

A popular instructor during her U-M teaching career, Van Volkinburg was awarded Kinesiology's Teaching Excellence Award (a.k.a., the Golden Apple) three times by students.

At the national level, Van Volkinburg chaired the Public and Legislative Affairs Committee for the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD; now named SHAPE America). This led to her selection as co-author for the National Association of Sport



Van Volkinburg at her retirement party with her family (L-R) Mac, Jen, and John

and Physical Education (NASPE) position paper, “What Constitutes a Highly Qualified Physical Education Teacher?”

The successful results of the NASPE project resulted in her selection, with three other individuals, to revise another NASPE publication, “Appropriate Instructional Practices for Elementary, Middle and High School Physical Education.” These publications continue to be used extensively by educators.

In 2014 the Michigan Association for Health, Physical Education, Recreation and Dance (MAHPERD) announced that Van Volkinburg would receive its Honor Award for Distinguished Service for 2014. By then she had served several roles in MAHPERD, including president (2001-2002), executive board member, and editorial board member for the MAHPERD Journal. Van Volkinburg was also recipient of its University Educator of the Year award in 2003.

At her retirement celebration in February, then-dean Ron Zernicke said, “Pat has been a tireless advocate and ambassador for our school and its students, often taking an unpopular stand to make much-needed changes... She handled everything with an iron will, diplomacy, and – as she says – a little bit of Chardonnay.”

He also said that during her tenure at U-M, Van Volkinburg was “the quintessential educator, scholar, and professional.”

Besides her husband, John, Van Volkinburg has a son, Mac, daughter-in-law, Jen, and new grandson, Logan. She is enjoying retirement, especially visits to the Lake Michigan beaches of her hometown, Grand Haven. ■

Top left: Van Volkinburg in her CCRB office, circa 2001. Bottom left (L-R): Professor Joan Farrell presents Pat Van Volkinburg with the Hunsicker Award in 1985; Van Volkinburg honored by the U-M field hockey team in 2005; Van Volkinburg at her retirement party with Jeannine Galetti.



DEAN LORI PLOUTZ-SNYDER JOINS THE SCHOOL OF KINESIOLOGY

BY EMILY MATHEWS, DIRECTOR OF MARKETING AND COMMUNICATIONS



The School of Kinesiology is excited and proud to welcome our new dean, Dr. Lori Ploutz-Snyder. She hit the ground running in early July, immediately scheduling meetings with faculty, staff, and students to learn who we are, what we do, where we've been, and where we can go from here.

Ploutz-Snyder studied biology and biomedical sciences as an undergraduate and graduate student at Ohio University. She continued her Ph.D. research in exercise physiology at the Kennedy Space Center in Florida. It was there, Ploutz-Snyder says, that she first experienced "a different way of doing things." It wasn't just science as usual at NASA, it was business, too – figuring out how to effectively navigate a large organization and manage competing needs from a broad group of players.

"I'm already very impressed with the poise and maturity of our students and the energy, scholarship, and diverse research of our faculty."

After a physiology and radiology post-doc at Michigan State University, Ploutz-Snyder joined the faculty at Syracuse University in 1996. Her time there reflects her deep intellectual curiosity and wide range of interests. In addition to teaching undergraduate and graduate students, Ploutz-Snyder worked on the demography of aging in the Maxwell School of Citizenship and Public Policy. She also helped develop novel rehabilitation strategies for clinical populations through joint appointments in the Departments of Physical Medicine & Rehabilitation and Neuroscience & Physiology at SUNY Upstate Medical University. In 2004, Ploutz-Snyder became chair of the Department of Exercise Science at Syracuse, where she led the team in curriculum development.

As she engages her visitors with a warm smile, quick intellect, and thoughtful dialogue, it's clear that Ploutz-Snyder has a keen interest in building a shared strategic vision for our school. She was initially drawn to U-M and Kinesiology by our reputation for cross-campus collaboration. Ploutz-Snyder honed her strategy and diplomacy skills in her most recent position as a senior scientist at the NASA Johnson Space Center in Texas. Despite her short title, she wore multiple hats: research PI, senior leader, and strategic planner. "In order to be ready for Mars in 2030, we had to engage in a lot of medium- and long-term strategic

planning with our international partners," Ploutz-Snyder says. "I gained a lot of experience with negotiation and forming collaborative teams across cultures."

That experience is particularly relevant as the school begins to think about its next physical and philosophical moves. As one of the university's fastest-growing units, with a flourishing student applicant pool, the School of Kinesiology has outgrown its space in both Observatory Lodge and the Central Campus Recreation Building (CCRB). "I'm excited to explore new campus spaces with the goal of bringing our entire school together under one roof with room to expand," Ploutz-Snyder says. "I'm also going to lead the charge to identify several key growth areas – and to clearly define our 'Michigan advantage.'" This will involve partnering with faculty to evaluate and right-size our academic programs, and, as the allied health and business fields continue to evolve, create relevant and innovative curricula.

Although she's grateful to begin her tenure in the summer when university life moves a little more slowly, Ploutz-Snyder can't wait for the excitement of fall and the start of the new academic year. "I'm looking forward to seeing our school in action," she says. "I'm already very impressed with the poise and maturity of our students and the energy, scholarship, and diverse research of our faculty." ■



FOUR FUN FACTS ABOUT DEAN PLOUTZ-SNYDER

She was an age group and collegiate swimmer

She and her family just adopted a new Shipoo puppy named Leo

She has collaborated with scientists from Russia, Japan, Germany, Australia, Slovenia, Sweden, Italy, and France

She's looking forward to exploring Michigan via camping trips



KINES HITS SXSW

BY PRATIKSHA MENON

The annual South by Southwest (SXSW) conference is a melting pot of the hottest technological innovation across many sectors. From NASA exhibits to a *Game of Thrones* virtual reality booth to arousal-detecting dresses (yes, they're actually a thing), you can find them all under one roof in Austin, Texas. As one of the five featured "stories" from the University of Michigan, the School of Kinesiology made its SXSW debut this year with its concussion research exhibits. Demonstrated by Kinesiology, Engineering, and Medical students, the Head Impact Telemetry System (HITS) helmet and the clinical reaction time testing device (patent pending) attracted a wide range of visitors to the booth.

"You can go from an eight-year-old kid coming and asking you how to compare a hundred-G hit to something else and you get someone from Intel two minutes later asking you complex signal analysis questions," says Andrew LaPointe, Ph.D. student, of his experience presenting at the booth.

Visitors were encouraged to hammer at various spots on the HITS helmet placed on a crash test dummy head. The impact of the hits, detected via

sensors in the helmet, showed up on the computer screen. The use of the clinical reaction time testing device mirrored the ruler drop test for gravity, except with accelerometers and timers. Visitors were asked to catch the device when dropped and were then informed of their reaction times. In another twist, they were asked to catch it when lights went on and let it drop when the lights didn't, which tested their responsiveness.

What seems like carnival games translates into research that is preparing the foundation for a 30-year prospective study on the long term effects of concussion. The sensors in the helmet help understand how injury occurs and could help in making the game safer through providing a basis for changing rules, coaching methods, and helmet design. As part of a \$23 million Care Consortium project funded by the National Collegiate Athletic Association (NCAA) and U.S. Department of Defense, Dr. Steve Broglio, associate professor of athletic training, and his NeuroTrauma Research Lab are using the HITS system to better understand the impact of concussion in athletes and members of the military. While most research focuses on pro football, this study is being

conducted on high school football players who form the majority of the football-playing population. This was reflected in the enthusiasm of the most frequent visitors to the booth: parents, children, and high school players.

“You think your research is important, other people in your field think research is important. The great thing for me was being able to talk to athletes and parents about the research we’re doing and getting their questions and hearing their concerns about what’s important to them and how that may influence our research,” says Kathryn O’Connor, Ph.D. student, of her takeaways from presenting at SXSW.

Showcasing at SXSW has been a prestigious opportunity for the School of Kinesiology to display its work at a forum much awaited by innovators and techies alike. Engaging with both the scientific community, as well as those whose lives would potentially be impacted by this research, is the icing on the cake. “For me, it solidified the idea about how important research is and why this is a requirement for pre-med and an important part of the undergraduate experience,” says Grace Carey, a movement science major. “The ability to go through the scientific method, see the groundbreaking research, and then go down [to SXSW] and see the community that thrives on all of this was eye-opening.” ■



Doctoral student Kathryn O'Connor discusses HITS results

The great thing...was being able to talk to athletes and parents about the research we’re doing and getting their questions and hearing their concerns about what’s important to them.” – Kathryn O’Connor, Ph.D. student

Bottom: Doctoral student Andrew LaPointe (second from left) and some of the other U-M students at SXSW. Left: A SXSW attendee checks out the Kinesiology display.





TALKING THE
(NIKE) TALK

KeJuan Wilkins CLASS OF 1998

BY JENN MCKEE

As you might guess, KeJuan Wilkins (SM '98), the senior communications director at Nike, is a busy, busy man. But thanks to some tenacious hustle, **Movement** tracked him down to answer a few questions about his dream job.

Movement Magazine: Where did you grow up, and how did your childhood set you on this path?

KeJuan Wilkins: I grew up in Flint, and when you're growing up in Flint, you're always surrounded with sports. I was always observing athletes from Flint who were playing collegiate sports or sports at the professional level. Glen Rice was from Flint, and he was playing on Michigan's basketball team at the time, so I was really drawn to basketball and Michigan through him. Carl Banks played in the NFL for the New York Giants, so he was a player I followed, too, and I became a Giants fan.



MM: Tell me about your path to your current job.

KW: In Michigan's sport management program, I quickly realized that there's a huge number of people who want a career in sports, and there are only so many jobs. So I thought, 'What will afford me the opportunity to get ahead?' and that's when I discovered the Sports Information Department. I ran across an ad in *The Michigan Daily* that read, 'Do you want a career in sports?' and it read like it was something that was too good to be true. You'd attend games, gather information, get to know athletes – so I thought I'd check it out. And because I got involved there my freshman or sophomore year, by the time I was a senior, I was in more of a leading position among students in the Sports Information Department. I got an internship with the Tampa Bay Buccaneers, and then the Lions, and then the Pistons during the lockout season of '99. On one of my last days with the Pistons, I got a call from the head of PR for the Knicks, asking me if I'd be interested in a position that opened up. I spent 5 years working in the PR department for the Knicks, and it was a great experience. It led me to being offered a job at Reebok, where I worked for 2 years, and then I was contacted by Nike.

MM: What's a typical day look like for you?

KW: I'm fortunate to work at a company where we have an influential place in the world of sports, and because of that, my role puts me in a lot of different positions on a day-to-day basis. As director of the Communications Department, I serve as a liaison between the company and the media. My job involves making the media aware of our products, our campaigns, our athletes, what we do as a company through innovative research, managing issues as they arise, crisis management, fostering relationships with the media and with influential people in the world that we work in – there's always something new that I'm working with every day.

MM: What have been some of the most memorable moments on the job?

KW: I've been fortunate to have been here 10 years, and I've had a number of roles, and many of those roles involved me getting to do things no one, including me, would have expected. Some highlights would be working with premier athletes like Kobe Bryant, LeBron James, and Serena Williams, but also working on the announcement of Nike's partnership with Michigan. And it's been great working with the athletes on the Jordan brand side. He's very involved, so that's been a dream come true for me, since I was such a big fan of his when I was growing up and buying his sneakers.

MM: What advice would you give to students now?

KW: It's about relationships. What worked for me and others coming through the ranks is being connected to people and being inquisitive – being a sponge for the knowledge that's around you and offering up your services when you can. There are a number of ways to do that. The Knicks had a night staff for each game that would hand out stats, make sure the media were taken care of, make copies, things like that. Some people who worked in those roles eventually got recommended for a job by media personnel at a network or a newspaper. Those are opportunities to think about beyond just the top tier. A lot of students think they're going to immediately work for the NFL right out of school, but that's not always available, so you have to find other ways to get into the game. ■



MIXER, TAILGATE, AWARDS HIGHLIGHT HOMECOMING

BY JEAN HUNT, WEB CONTENT ADMINISTRATOR

On the Michigan Union patio under a perfect evening sky, Kinesiology undergraduate students and alumni gathered for a career networking event, held October 9, 2015.

Thirty-six alums — representing sales, research, teaching, law, non-profits, and fitness training — met with students to discuss their resumes and career goals, as well as sharing their own career stories. Originally planned as a speed-networking event, the format was abandoned when it became clear that structured introductions were unnecessary — people easily found each other to network and chat.

Kinesiology Career Services Coordinator Amy Fredell hosted the catered mixer, which was also attended by Kinesiology faculty, staff, and then-Dean Ron Zernicke, who welcomed the attendees.

The next day at the U-M Golf Course, alumni, students, and friends attended the Kinesiology Homecoming Tailgate and Alumni Achievement Awards presentation.

Following the theme “Southern Charm,” the hospitality tent offered tables draped with blue and white tablecloths, and favorite foods from the southern U.S. Groups of friends struck warm (and sometimes wacky) poses at the photo booth.

During the tailgate, six Kinesiology alumni received awards, voted on by their peers, for outstanding career, service, and life achievements. ■

Top: Award-winners (L-R) Don Eaton, Clare Canham-Eaton, AJ Duffy III, David Oxfeld, and Michael Stack. Below, (L-R): The homecoming tailgate; Tailgate attendees check out the photo booth.



2015

AWARDEES

Early Career Achievement Award

This award is given to recent Kinesiology alumni who are excelling in a field related to Kinesiology.

David Oxfeld (SM '02)
Michael Stack (MVS '04)

David Oxfeld is vice president of client sales and business development at Excel Sports Management, a management and marketing agency catering to elite athletes, with offices in New York City and Los Angeles. David has linked professional athletes Derek Jeter (baseball), Kevin Love (basketball), and Blake Griffin (basketball) with leading consumer brands. Oxfeld was recognized by his fellow alumni for his stellar success in a tough industry.

Michael Stack is Exercise Physiologist & CEO of Applied Fitness Solutions (AFS), a fitness training business that he founded, which has facilities in Ann Arbor, Plymouth, and, soon, Rochester Hills, MI. Stack's goal for AFS is to provide scientifically-valid exercise and nutrition information to clients and the public. Stack has given back to Kinesiology, not only as a donor, but as a resource for students interested in joining his profession.

Career Achievement Award

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

AJ Duffy III (PE '80, BSED '80)
John Rotche (SM '90)

After graduating from U-M with a Physical Education degree, **AJ Duffy III** earned a master's from the University of Arizona and a physical therapy certificate from Drexel University. He became Widener University's head athletic trainer in 1989, a position he's held ever since. Among the many awards Duffy has received during his long and distinguished career are the 2002 NATA Most Distinguished Athletic Trainer and the 2011 Division III Athletic Trainer of the Year.

John Rotche began his career in franchising at Domino's Pizza before advancing to a senior level position with Krispy Kreme Doughnuts. An entrepreneur at heart, Rotche guided DUCTZ, an indoor air quality business, and HOODZ, a kitchen exhaust cleaning business, to become industry leaders. Since 2012, Rotche has been president and partner of TITLE Boxing Club, one of the fastest-growing group fitness companies in America. His newest business, Franworth, is a management company and equity partner of select franchise brands. In 2007 Rotche's accomplishments were recognized by Crain's Detroit Business when it named him one of its "40 under 40." (Read more on pp. 8.)

Distinguished Service Award

This award is given to a living person (alum or not) whose generous volunteer service to the School of Kinesiology merits special recognition by the Alumni Society Board of Governors.

Don Eaton (PE '74, B.S.Ed. '74)
Clare Canham-Eaton (PE '75, B.S.Ed. '75, M.L.S. '76)

Don Eaton and his wife, **Clare Canham-Eaton**, were founding members of the Kinesiology Alumni Society Board in 1992, and served as its presidents for the first four years. Since then, they have supported several University and Kinesiology initiatives, including the Victors for Michigan Campaign Council and the Movement for Life Golf Invitational. They also served on the boards of the Letterwinners M Club and U-M Cheerleaders Alumni Association, respectively. Don is CEO of Wolverine Sports, a company that Clare's father, U-M sports administrator Don Canham, started. Clare is a retired media specialist for the Ann Arbor Public School System.

alumni updates

Michael Bowles (M.S. MVS '15) is the head of sales, communications, and advertising at St. Clair Awning Co.

Sarah Button (SM '11) received a master's degree in training & development from Oakland University in April 2014. She works at U-M Recreational Sports.

Brittany Carlin (AT '13) received a master's degree in kinesiology from the University of Nevada, Las Vegas in 2015.

Jonathan Cook (MVS '05) is a general management consultant at Boston Consulting Group.

Stephen Fleming (SM '05) married Caitlin O'Keefe in September 2013. They had their first child, Lois, in July 2014, and are expecting their second child in February. Fleming took over as the Operations Assistant Manager with The Home Depot (Lewiston, ID) in September 2014.

Stefanie Gilbert (MVS '07) completed medical school at Wayne State University and moved to Washington, D.C. for residency training in emergency medicine at The George Washington University and currently serves as Chief Resident of her

residency program. She has conducted clinical research in the patient-provider experience and costs of emergency care and was also honored to be the recipient of the Clinical Excellence Award in Emergency Medicine for outstanding patient care this past June. It is here in D.C. where she also met her wonderful fiancé who just happens to be a Buckeye born and raised in Columbus, OH. She is delighted to be serving the nation's capital and looks forward to what the future will bring. Go Blue!

Michael Kerr (SM '88) is now National Sales Manager for Norkol Incorporated.

Laura (Berne) Korotkin (M.S. MVS '88) worked in cardiac rehabilitation and was an ACSM certified director for a few years after college. After leaving that position and raising four kids, she now works for an independent private school in communications and social media. She has been there for eight years and previously had various roles working in parent relations, fundraising events, and the annual fund.

Jacqueline Neagos (MVS '13) is currently a graduate student at Nova Southeastern University in the nesthesiologist Assistant program. She recommends it for those looking at PA

school, medical school, anesthesia, or who love the OR.

Kelsie (Clark) Oatmen (MVS '12) married her husband in summer 2011 and is currently working on her M.D. at U-M Medical School.

Catherine (Ivanikiw) Remesz (MVS '09) is a physical therapist at Beaumont Hospital.

Marc Ressler (SM '03) married Kirra Sheremet in July 2014. They had their first child in March 2016. Ressler is currently pursuing a second bachelor's degree (Nursing) at Arizona State University.

Amanda Szabo-Reed (MVS and SM '07) is a post-doctoral fellow at the University of Kansas Medical Center. She is researching how weight loss and physical activity impact cognition, brain structure, and brain function.

Susan (Kenworthy) Tait (M.S. PE '86) has owned Fitness Success for 29 years.

Emily van de Water (MVS '08) was recently promoted to a physical therapist supervisor position.

Timothy Williams (SM '04) provides technical services and support for electronic medical record software at Epic.

Chuck Winters (MVS and PE '96) is a public speaker, recreation officer, sports analyst, and spokesman for community initiatives.

Lauren Wu (MVS '14) is currently pursuing a doctor of physical therapy degree at Central Michigan University.

Katie Zurales (MVS '13) is currently a medical student at U-M.



Stay in Touch

What have YOU been up to?

Let us know at bit.ly/kinesupdate and you could be featured in the next *Movement* magazine.



Faculty and staff (L-R) Nancy Stock, Dr. Sean Meehan, Dr. Deanna Gates, Dr. Susan Brown, Ed Arias, and Dr. Jeff Horowitz take the spring Commuter Challenge

faculty & staff updates

Dr. Ketra Armstrong, associate dean for graduate affairs, director of diversity, equity & inclusion, and professor of sport management, was appointed as the university's faculty athletics representative to the National Collegiate Athletic Association and Big Ten conference. The three-year appointment, effective 9/1, was made by U-M President Mark Schlissel.

Dr. Youngho Park joins us this fall as a lecturer in sport management.

Dr. Andy Pitchford, Dr. Erin Wentz and Leah Milliken join us this fall as lecturers in movement science.

Amy Fredell joined us as career services coordinator last fall.

Jennifer Harrison was promoted to administrative assistant, budget, development and administration, last fall.

Susan Vignoe joined us as administrative assistant, research and graduate affairs, this summer.

JOIN US THIS FALL AT THESE KINESIOLOGY ALUMNI EVENTS

NYC Game Watch (vs. Wisconsin)

Saturday, Oct 1, time TBD
Barleycorn: 23 Park Pl.,
New York, NY 10007
RSVP to Brian Millman at
brianmillman@gmail.com

Homecoming Student/Alumni Mixer

Friday, October 21, from 6-7:30pm EST
Michigan Union, Patio
Learn more and RSVP at
myumi.ch/6jRyd

Homecoming Alumni Awards Dinner

Friday, October 21, at 7:30pm EST
Michigan Union, Kuenzel Room
Learn more and RSVP at
myumi.ch/6jRyd

Kinesiology/MSBC Tailgate

Saturday, November 5, time TBD
University of Michigan Golf Course
Watch your email for a save-the-date!

Chicago Game Watch (vs. Iowa)

Saturday, November 12, at 7pm CST
Rockit Bar & Grill, River North:
22 W. Hubbard St., Chicago, IL 60654
RSVP to Amanda Schutte at
amandahschutte@gmail.com

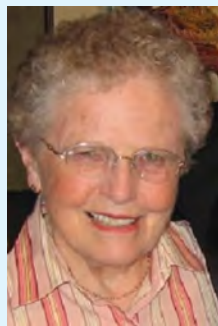
San Francisco Game Watch (vs. Iowa)

Saturday, November 12, at 5pm PST
Bitters, Bock & Rye: 1117 Polk St.,
San Francisco, CA 94109
RSVP to Ronnie Brant at
ronniebrant@gmail.com

IN MEMORIAM

Phyllis Saxton Weikart

BY JEAN HUNT, WEB CONTENT ADMINISTRATOR



Alumna, coach, instructor, and mentor Phyllis Weikart (PE '57, M.A. '57) passed away March 11, 2016 in Saline, MI. She was 84. She served as head coach of the university's inaugural varsity field hockey team and was an associate professor in the Division of Kinesiology when she retired in 1994.

Phyllis was an expert in how movement and dance improved learning in school, especially for young children. Her books and recordings, including *Movement Plus Rhymes, Songs, & Singing Games*; *Teaching Movement & Dance: A Sequential Approach to Rhythmic Movement*; and *Teaching Folk Dance: Successful Steps*, earned her an international reputation among educators.

Born Phyllis Saxton in Poughkeepsie, NY, she received her bachelor's degree in 1952 from Beaver College (now named Arcadia University), in Pennsylvania. She met her future husband, David Weikart at the University of Michigan while they were both graduate students. They married in 1957.

In the early 1960s the Weikarts began a camp for teenagers at their home in Clinton, MI, and Phyllis taught folk dance. The camp was not segregated, which was unusual for the time. The Weikarts' goal was to help children, especially the disadvantaged, improve their lives through physical activity.

Their camp would inspire the creation of the HighScope Foundation, whose mission is to improve academic performance of at-risk children through early education. Phyllis developed HighScope's Education Through Movement program. Both Weikarts served on the foundation's board.

Joining the U-M faculty in 1966, Phyllis taught physical education. Having been a star goalie herself, Coach Weikart guided the development of the university's field hockey program, and served as its coach during its

inaugural year as a varsity sport (1973). She served as president of the U.S. Field Hockey Association for five years, and was inducted into the Michigan Amateur Sport Hall of Fame in 1979.

She developed, and for many years directed, the Adult Lifestyle Program. Adult Lifestyle would later evolve into U-Move Fitness and, most recently, Kinesiology Community Programs (see pp. 13). She also created *Fitness Over Fifty*, a program for seniors that is still active as Lifetime Fitness, part of Kinesiology Community Programs.

In 2004 Phyllis was honored with a Lifetime Achievement Award for her service to U-M Kinesiology. She also earned a Lifetime Achievement Award from the Michigan Dance Council, and in 2014 was inducted into the Early Childhood Music and Movement Association (ECMMA) Hall of Honor. ■

Below: Coach Weikart (standing) and the U-M field hockey team in 1973. U-M Library Digital Collections. Bentley Image Bank, Bentley Historical Library.





KINES KINNECTIONS

Our New Career Development Center

BY AMY FREDELL, CAREER SERVICES COORDINATOR

Since its grand opening in January 2016, the Kinesiology Career Development Center (CDC) has offered a multitude of excellent career advancement opportunities to School of Kinesiology students. More than 350 of our students have participated in one-on-one advising appointments, professional development programs, employer information programs, and a school-wide career fair.

During advising appointments, I assist students with discovering a career goal, developing a job/internship search strategy, and locating job shadowing and volunteer opportunities. Student peer advisors hold drop-in advising office hours where students can come to the CDC to get their resume, cover letter, and/or LinkedIn profile reviewed. We have also hosted professional development programs and guest alumni speakers to give students more detailed advice on a specific area of their professional and career development. A few examples are “Creating a Professional Resume,” “Interviewing 301,” and “Kinesiology Alumni Society Mock Interviewing.” Other programs have been hosted by employers themselves to give students exposure to what their organization has to offer, including “An Afternoon with ESPN,” “National Neuromonitoring Services Meet and Greet,” and “The Importance of Volunteering - Employer’s Perspective with Ann Arbor YMCA.” I have given specific presentations to Sport Management and Intraoperative Neuromonitoring students to help them focus on job and internship search strategies that are unique to their fields of study. Last but not least, the CDC hosted a school-wide career fair in March where students got a chance to speak with employers directly about job, internship, and volunteering opportunities. Some of the employers in attendance were FOX Sports Detroit, University of Michigan Athletics, Michigan IMG, Applied Fitness Solutions, Juvenile Diabetes Research Foundation (JDRF), and Detroit City Football Club.

I’m especially excited to announce that the CDC will launch its own job and internship posting system, called KINNECTIONS (kines.umich.edu/KINNECTIONS), this fall. Our students will be able to log on, view, and apply for jobs that are posted by employers who are specifically looking for U-M Kinesiology students. Students will also be able to view and register for programs being hosted by the CDC, employers, and other speakers around campus.

“Everybody on the Career Center team is encouraging and committed to helping students reach their goals.”

– Marissa N., MVS '16

If you’re a School of Kinesiology alum, there are numerous ways that you can support your fellow Wolverines’ professional development. If you or your employer are interested in hiring Kinesiology students for jobs or internships, the CDC can promote these postings to our student body. Alumni are also encouraged to host informational programs and attend our annual career fair. **Please contact me at KinesCareers@umich.edu for more information about these opportunities.**

This summer, some students are employed in positions that were advertised through the CDC’s weekly newsletter, which will be replaced by KINNECTIONS once it is launched. Other students used strategies they discussed with me to land full-time and part-time employment. The CDC has been a great resource for students so far and we look forward to helping more students grow in their professional and career development in the future! ■

DR. SUSAN BROWN

HANDS OUT HOPE

BY JENN MCKEE

When Dr. Susan Brown, a neurologist and associate professor of movement science, vacationed in the U.K. this past summer, her informed enthusiasm for medieval castles and Arthurian legend caused a friend to remark, “How did you ever end up being a scientist and not a historian?”

Brown, who’s long focused her research on arm and hand mobility, grew up in a home where her intellectual curiosity was encouraged.

“I’m a first generation student,” said Brown, who hails from Nova Scotia. “My parents never finished high school. They had to stop going to work and support their families. I was an only child, and my mom really had a great love of education. She always regretted not being able to finish school, so she encouraged my love of reading.”

After deciding she wanted to have a career in health care, Brown earned her physiology doctorate in Ontario; worked as a post-doctoral neurology research fellow in Germany (where Brown studied the parts of the brain that control hand and arm movement, and began working with patients with disabilities); and joined the School of Kinesiology, where she directs the Motor Control Laboratory.

Brown’s ongoing research focus involves applying “basic science” knowledge to disorders that affect



Dr. Susan Brown (center) and undergraduate students Mia Caminita and Wesley Schermer

the control of functional movement, collaborating often with the Department of Physical Medicine and Rehabilitation and the Department of Neurosurgery.

“With funding from the National Institute on Disability and Rehabilitation Research, we were one of the first to demonstrate the effectiveness of delivering a movement training program remotely to patients’ homes designed for adults with cerebral palsy,” said Brown. “At the time, there had been very little attention paid to ongoing motor deficits in this population, since it has been viewed for many years as primarily a childhood disorder. We know, however,

Dr. Susan Brown (center) and her staff, visiting scholars, and students (L-R) Wesley Schermer, Dr. Bruce Cheng, Kathy Kern, Mia Caminita, Hidetaka Hibino, and Ana Carolina Camacho Cabral



that the brain has a remarkable ability to make new connections following intensive movement-based training, and so we hypothesized that adults with CP, even if they were in the 60s, might benefit from a program involving a series of exercises designed to increase motor coordination, hand dexterity and sensory awareness. We found that just an hour a day, five days a week, for eight weeks led to significant improvement in upper limb function in adults with CP. This included moving faster, improved bimanual coordination and hand dexterity, and improved ability to ‘feel’ with their hands – that is, to identify objects without the need to see them – an important component of hand function.”

“We found that just an hour [of exercises] a day, five days a week, for eight weeks led to significant improvement in upper limb function in adults with cerebral palsy.”

Brown has always prioritized undergraduate and graduate student involvement in her research – “I wouldn’t be where I am if not for mentoring,” she noted – and in one case, a three year grant allowed her to connect adult CP patients with students, who acted as “virtual” trainers via Skype.

“The student would come into the lab and Skype with patients so that we could monitor how they were performing the tasks and also receive feedback regarding the training,” said Brown. “This allowed us to progress patients to more challenging tasks without the need of the patient to travel to a clinical setting. This student-patient relationship turned

out to be very important in maintaining adherence to the program, to the point where there were situations at times where patients put in extra sessions over the weekend – not necessarily a good thing for scientific research, where one needs to keep the amount of training constant.”

Brown has since applied this program to adults with chronic stroke, as well as to an adolescent who suffered damage to the nerves that control arm and hand muscles. Plus, she’s studied whether visual and auditory cues might help Parkinson’s patients and the elderly with upper limb performance and postural control.

Perhaps not surprisingly, wearable technology is now playing a key role in Brown’s research (regarding brachial plexus injuries). “We’re using these body-worn sensors to monitor how much movement there is in the affected arm, and we compare it to the unaffected arm,” said Brown. “... We’re looking at not just how much the person is using that arm, but *how* the person is using the arm.” For this specific part of her research, Brown received a grant for nearly \$75,000 from Blue Cross Blue Shield.

“We’ll be re-thinking the next generation of movement-based therapy,” said Brown. “That’s really the focus of the Blue Cross Blue Shield grant.”

But what’s Brown’s ultimate goal? “

To work with clinicians so that motor training can be used as a standard of care and be delivered to the home in a therapeutic and cost-effective manner.” ■

Upper Limb Training and Assessment (ULTrA) in action





Titletown plaza concept. Courtesy of ROSSETTI and the Green Bay Packers.

REIMAGINING GREEN BAY

THE CENTER FOR SPORT AND POLICY AND THE TITLETOWN PROJECT

BY ALLY FUTTERMAN (SM '16)

As a professor of sport management and director of the Center for Sport and Policy (CSP), Dr. Mark Rosentraub's passion for his subject and students is infectious. Because of his reputation, sport management students are encouraged to take at least one class with Rosentraub before they graduate. He also has a proven knack for seeing potential in the future leaders of the budding industry that is the marriage of sport and real estate.

Rosenraub and his CSP team – two staff members, two doctoral students, and several undergraduate research assistants – work with various teams and cities to leverage the building of facilities to positively impact surrounding neighborhoods, communities, and real estate. This not only enhances the financial success of franchises, but also creates hands-on learning experiences for students.

Current undergraduate and graduate sport management students and alumni are an integral part of every CSP project. Staffers Madelaine Moeke (SM '14) and Mackenzie Zondlak

(SM '16) are two examples of the kinds of students that CSP attracts. Moeke and Zondlak enrolled and excelled in Rosentraub's SM 440 class (Sports, Economic Development, and Urban Revitalization) and later joined CSP as undergraduate research assistants. Moeke now co-directs Team Blue, a highly-competitive Michigan Football internship program, while also working on several CSP contracts.

Zondlak says that her work with CSP helped motivate her to do better in the classroom. She believes that CSP gave her a tremendous advantage because she was working with the real-life examples that were being used daily in her classes. After two years at CSP as an undergraduate, Zondlak accepted a full-time position there in June.

Stephanie Gerretsen and Gidon Jakar, sport management doctoral students, lead the Center's research efforts, turning the data and experiences gained from working with cities and teams into research papers. Gerretsen earned master's degrees in sport management and urban planning and is

now focusing on her doctoral dissertation. Jakar, a graduate of the Hebrew University of Jerusalem, enrolled to learn more about the sports business and work with CSP. He has already contributed to several projects and papers.

CSP's clients include the New York Mets, the University of Nevada-Las Vegas, Michigan International Speedway, and Olympia Development of Michigan (Detroit Red Wings), among others. CSP was also part of the team that helped the Green Bay Packers advance their ideas for the land adjacent to Lambeau Field, which is now called the Titledown District.

The challenge: How do you get die-hard Green Bay football fans to continue to make visits to Lambeau Field when there's not a Packers game? All teams try to leverage their facilities for revenue; some host non-sport events, and some have the ability to attract people to live, work, and play in the areas adjacent to their arena, ballpark, or stadium. The Packers wanted to ensure that Lambeau Field became this type of catalyst for northeast Wisconsin.

According to Rosentraub, the area around Lambeau Field was relatively mundane. He admits that the creative side of the project was quite difficult to envision at the beginning; he walked around the existing land and simply couldn't "see it." That all changed one day when he and Michael Cantor (SM '10, M.U.P. '13, SM Ph.D. '14) took a trip to the local mall. They spotted a father and daughter in the mall playground and suddenly realized that what the community needed was a "Rockefeller Center." The team created a live-work-play concept that is family-friendly and has extraordinary public spaces, including a unique "outdoor zone," to enhance the region's image and reputation.

Looking at the renderings of the project, it's clear that the vision CSP helped create is coming to life in Green Bay. When the project opens in the summer of 2017, Lambeau Field and Titledown will be part of an extraordinary new neighborhood that will not only help boost the local economy, but will also be enjoyed by Packers fans, residents, and visitors for years to come. ■



What's in a Name? Changes to the School of Kinesiology Graduate Degree Titles

BY DR. KETRA ARMSTRONG, ASSOCIATE DEAN FOR GRADUATE AFFAIRS, DIRECTOR OF DIVERSITY, EQUITY & INCLUSION, AND PROFESSOR OF SPORT MANAGEMENT

The School of Kinesiology has historically offered a Doctor of Philosophy degree (Ph.D.) in Kinesiology, a Master of Arts (M.A.) degree in Kinesiology (which was essentially the Sport Management track/specialization), and a Master of Science (M.S.) degree in Kinesiology (which was essentially the Movement Science track/specialization). The content, nature, and requirements of these degrees tracks have effectively equipped our students with the skills and opportunities to be critical and independent thinkers, innovative researchers, and future leaders in their respective Kinesiology sub-disciplines.

The University of Michigan has officially approved changing these degree names to a Ph.D. in Movement Science, an M.S. in Movement Science, a Ph.D. in Sport Management, and an M.S. in Sport Management.

Movement Science graduate students will now receive a degree with a title that more accurately reflects the science of the control and development, biomechanics, physiology, and social culture of human movement.

Sport Management graduate students will now receive a degree with a title that more accurately reflects the science of managing the business and the culture of the sport enterprise.

Having these new degree titles will allow us to: (a) explicitly offer our graduate students degrees with their disciplinary training in the title, (b) specifically offer our graduate students course titles that are more directly aligned with their professional interests and career pursuits, and (c) expressly recognize the research expertise, teaching acumen, formalized training, and practical experience of our esteemed graduate faculty. Ultimately, the new degree names will celebrate and enhance the visibility of the disciplines of Movement Science and Sport Management that are housed within the School of Kinesiology.

The new degree names will be effective in fall 2016. ■



The Michigan Performance Research Lab Running Assessment

NEED FOR SPEED

BY LAURA BAILEY,
SENIOR PUBLIC RELATIONS OFFICER
AND HEALTH SCIENCE WRITER

Runner Jeff Plotzke starts the assessment

Jeff Plotzke looks like a runner – lean with springy energy, someone who knows his own body and likes to push its limits.

Plotzke wants to improve his running time. He’s starting marathons and hopes to go faster and develop a more efficient gait, so he’s asked the experts at the U-M Michigan Performance Research Laboratory to help him notch it up.

Athletes of all levels, from marathoners like Plotzke to casual joggers, take their running seriously, and this is the crowd that the lab will cater to.

It’s not the analysis you get when you buy running shoes, when the salesperson videotapes your gait as you run on the store treadmill. The lab is part of the School of Kinesiology and four individualized packages are offered: postpartum, injury, novice and performance.

Plotzke’s assessment will take roughly two hours and includes postural, functional, footwear and musculoskeletal assessments by a physical therapist, and a full-body, 3D running gait and footprint pressure analysis.

“I think one of the benefits of this analysis is taking complex information and distilling it down to something that’s meaningful to the weekend warrior,” said Jessica Deneweth Zandler, lab director and assistant research scientist. “We’re very conscious of not making it a novelty, but making it useful to people.”

The consult starts with Cristine Agresta, a postdoctoral fellow and physical therapist, examining the three pairs of running shoes Plotzke brought with him. Agresta is most interested in the oldest pair because the deeper wear patterns say more about his running gait than Plotzke can probably say about it himself. She studies them while Deneweth Zandler takes pictures.

The physical exam Agresta performs is like detective work – Plotzke’s posture, flexibility, even the set of his shoulders and head position, help Agresta tease out his body’s weaknesses and strengths. That Agresta is a physical therapist elevates the lab above its competition – most don’t have that kind of clinical expertise on staff.

First, Agresta has Plotzke stand and raise his arms as she looks for muscle-related problems. One shoulder blade wings out, maybe from poor posture or a shoulder injury. He's got some slight forward head posture, perhaps from wrapping himself around the frame during triathlon biking or from his desk job.

Agresta has him hop on one foot and squat and notes that the muscle mass is bigger in the left quad and right calf, which could be related to old knee or ankle injuries. All of these asymmetries can cause glitches in his gait that gnaw away at Plotzke's efficiency.

Next, Plotzke lies down on the exam table. She manipulates his legs in various ways and notes more trouble areas – tenderness, left hip rolling up when bending, tight thigh muscles. For the most part, the look on Plotzke's face is a pleased, "Who knew?" Agresta's telling him things about his body he hadn't really thought about or even suspected.

"The points where you have pain aren't usually the problems, they are the victims yelling out," Agresta said. "People think if they have pain in their foot it stops there, but that's not the case. Your neck could be contributing to knee problems. It's all connected."

Agresta says even little adjustments in gait can make a huge difference.

"I've seen people come in here injured and in their next race they get a PR [personal record]," she said.

Finally, Plotzke is outfitted with sensors on his neck and legs, which measure load and impact, and he runs on a specialized treadmill for about 15 minutes at various speeds. Cameras film his gait, and big screens project 3D images of his body, including little starbursts that indicate the precise impact and position of his striking feet as measured by the 10,000 sensors beneath the treadmill belt.



Plotzke and MiPR Director Dr. Jessica Deneweth Zendler go over the assessment process

When he's finished, Agresta gives him her report. Things look good but there's room for improvement.

"Your arm is barely moving," Agresta points out. Nor is there optimal hip extension on push off. The arms and leg extension help propel the body forward, so this is something for Plotzke to work on.

"You're not getting as much distance as you could," Agresta tells him. She gives him physical therapy exercises to strengthen the muscles in question.

Plotzke is pleased. "I think it's valuable data," Plotzke said. "It's not possible for us to look at ourselves while we're running and see what we should be doing to improve our form."

In the future, they'd like to expand the lab to include outdoor running. "Many runners never run on a treadmill," Deneweth Zendler said. "Running outside is very different."

Assessments cost \$390, and \$85 for a follow up visit. Learn more at mipr.kines.umich.edu. ■

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KINESIOLOGY OFFERS FIVE NEW EXPERIENTIAL LEARNING COURSES

BY EMILY MATHEWS, DIRECTOR OF MARKETING AND COMMUNICATIONS

Students are getting more chances to bust out of Bickner Auditorium and participate in hands-on, real-world classes.

Funded by a U-M Transforming Learning for a Third Century (TLTC) grant, and in partnership with the U-M Office of Digital Education & Innovation (DEI), School of Kinesiology faculty are creating two-credit experiential learning courses that give students the chance to apply what they learn to a future career or advanced degree.

“Students particularly valued the authenticity of the course projects, working with peers on the projects during class, and viewing the online videos to help prepare for class and use class time well,” said Melissa Gross, the school’s director of innovative teaching and learning.

Five TLTC courses were offered during the 2015-2016 academic year.

In Applied Child Development, taught by Dr. Leah Robinson, associate professor of movement science, students implement a health and fitness program for pre-K children. They learn how to assess the children’s development by creating, testing, and analyzing research methods.

In Clinical Gait Analysis, taught by Dr. Deanna Gates, assistant professor of movement science, students learn how to visually assess how patients walk - great for future physicians and physical therapists.

In Exercise & Cardiovascular Technology, taught by Dr. Pete Bodary, clinical assistant professor of health & fitness and movement science, students use the latest exercise technology to design experiments and test hypotheses involving the oxygenation, hydration, and load of the cardiovascular system.

In Mild Brain Trauma in Sport, taught by Dr. Steve Broglio, associate professor of athletic training, students explore the current research of leading experts and create resources geared to educate athletes, parents, and policy-makers on the truths surrounding concussions.

In Motion Capture, taught by Dr. Melissa Gross, associate professor of movement science, students use technology to collect and analyze human movement data, design their own research experiments, test their hypotheses, and communicate the kinematic results after analysis. ■

Clockwise from top left: Dr. Leah Robinson and preschoolers at the Towsley Children’s House; Concussion brain scan; Exercise technology; Motion capture.



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